

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CXXXI, No. 4 NEW YORK, APRIL 23, 1925



## All right, W.J.G. Here it is!

ONE who cryptically signs himself W. J. G. tore the cover from the April 2nd issue of *Printers' Ink*, drew a line around the B. A. I. S. in the corner and penned this—

"I have been reading *Printers' Ink* for years and years, but haven't solved it yet. What the deuce is it? Put a P. S. on one of your ads and bring joy to some 20,000."

Our first editorial impulse was to write, "No attention paid to anonymous communications," and send it to the file. On second thought, we decided to put W.J.G. straight.

There is one copy of *Printers' Ink* which W. J. G. must have missed entirely—that is March 16, 1922. In this advertisement, we told what B. A. I. S. stands for.

Once upon a time, a young man walked into our Chicago office, saw these letters on our seal and said, "That means 'Best Advertising is Service!'" He was good, but he was wrong.

B. A. I. S. means "*Been At It Since*." When our seal was designed, many years ago, these letters were coupled to the date of the beginning of this organization, 1869. It marks the birthday of Advertising Headquarters.

We use it now in connoting the years we have served each client—our oldest connection is Dingee & Conard—Roses—B. A. I. S. 1873. Some record!

We, of Advertising Headquarters, also like to use this formula in speaking of our connection with this business. Our oldest fellow-worker can proudly say, "B. A. I. S. 1877."

## N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO

# "ELIMINATE WASTE"

Says Secy. Hoover

A publication printed only once a year, but which continues every day in the year as the purchasing guide for important buyers, conveys the sales message to the right man at the right time, with exceptional economy.

HERE

IT IS



A. B. C.  
MEMBER

(The only one)

IT HAS  
SUBSCRIBERS  
not merely  
CIRCULA-  
TION



4400 Pages 9 x 12

Descriptive matter therein brings continuous

## DIRECT RETURNS

IT HAS 2236 ADVERTISERS—6805 ADVERTISEMENTS

No trade paper has as many advertisers;—few have half as many.  
No other Purchasing Guide or Catalogue has half as many.

(Non-competitive with trade papers; it works only when buying is contemplated, but it is then supreme.)

Thomas' Register has been largely adopted as the Guide to Sources of Supply by "Big Business" in all lines;—its use by lesser concerns is very extensive, and it has an important foreign circulation. More than 1000 copies in places of public reference. Probably 50,000 users in all.

THOMAS PUBLISHING COMPANY, 461 Eighth Avenue, NEW YORK

3, 1925

# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.  
VOL. CXXXI NEW YORK, APRIL 23, 1925

No. 4

## Wamsutta Dropped All Private Brands and Then—

In Conjunction with Some Other Revolutionary Policies, Rigidly Adhered to, Achieved Some Remarkable Results

By Richard J. Walsh

THIS story, as advertising stories go, is not brilliant. But as stories of conversion in backward industries go, it is well worth telling. It has four chapters, each of which is, considering that the industry is cotton, almost sensational. These are:

1. Daring expenditure for new equipment.
2. Open-minded study and charting of the market.
3. Revolution in the selling plan.
4. Advertising to the consumer. For as many years as I can remember, apostles of the modern, reaching for a horrible example of how not to do it, have been crying: "Now take the cotton industry in New England—"

The sins held up against the cotton mills have been many. Absentee ownership. Cruelly low wages. Child labor. Worship of the tariff. Antiquated equipment. Ignorance of the market. Failure to grasp the portent of Southern competition. Indirect selling. Lack of trade-marks. Neglect of advertising.

When the cotton mill workers struck in the spring of 1922; Samuel Crowther wrote in *Collier's*: "The workers have never received adequate wages. The mills have never earned adequate profits.... The tradition of cotton is sordid and squalid.... No industry is so firmly bound to the past.... Outside experts who

have given the mills careful study say that they do not know costs, and that rarely have mills operated to more than 60 per cent of real annual capacity. One expert told me that no one really knows what cotton goods could be sold for, if the mills of the country produced at full time for a year and did not try to speculate. But that would glut the market. Would it? Who knows? The cotton trade never tried to glut the market with low-priced, well-made goods, in the way Ford tries to glut the motor market.... The cotton people kill the markets—they do not glut them.

"Therefore, because cotton making is a kind of gambling, management skill is not in demand, and the management in general of the cotton industry is on a lower scale than in any other industry. It is a habit management, with stifled initiative."

At a recent meeting of the Association of Cotton Manufacturers, a report was read which said:

"There have been too many of our factories engaged in making coarse cotton goods. Coarse goods can be manufactured cheaper in the South, and with a large number of factories in operation in Georgia, Alabama, Tennessee, South Carolina and some other States, how can it be expected that our Northern manufacturers can long keep the field against them? They cannot do it. There is one



remedy which we would suggest, that is, to go into the manufacture of finer fabrics."

The point is familiar—even trite. For that report is almost identical with one that was issued in 1850. Yet it holds true today. Elsewhere I have cited this seventy-four year old indictment to show that business resists knowledge. It is used again here to introduce the story of one New England cotton mill which at that very time,



**WAMSUTTA PERCALE sheets and pillow cases**  
Made in America—finest and strongest

**S**EEING and feeling Wamsutta Percale for the first time, even women are astonished at the amazingly soft, smooth texture of these beautiful sheets. They are made from the finest cotton, compare them with expensive imported linens. A natural composition, and perhaps the only one.

For Wamsutta Percale is quite different from ordinary cotton fabric. Its very loveliness and smoothness make it a favorite for all kinds of sheeting, imported or domestic. Test by Dr. E. B. Moffat of the Massachusetts Institute of Technology, and you will find that of all the sheets purchased in the open market and subjected to 100 washings, Wamsutta Percale Sheet



and Pillow Cases were stronger than any other.

With new Wamsutta Tops (sheets adding still further to their durability), there is even greater strength.

You can quickly identify Wamsutta Percale, woven and finished at New Bedford, Mass., by its soft, smooth, velvety feel. It is your absolute protection when you buy.

For the beds I hope chose, for every gift extra, and for the best in home furnishings, Wamsutta Percale is ideal—especially when combined or intermingled. As the best screen-plate, Wamsutta Percale is unsurpassed.

WAMSUTTA MILLS, New Bedford, Mass.  
WALTER WAITS & CO., Selling Agents, at Standard Stores, N. Y.



Wamsutta Percale  
Wamsutta Mills, New Bedford, Mass.

## WAMSUTTA PERCALE

*Sheets and Pillow Cases ~ The Finest of Cottons*

WAMSUTTA MILLS, NEW BEDFORD, MASSACHUSETTS; BOSTON, MASS.; LEXINGTON, MASS.; WAMMUTTA FABRIC CENTER, NEW YORK CITY; WAMSUTTA COMPANY

THIS IS THE TYPE OF CONSUMER ADVERTISING THAT HAS PLACED THE WAMSUTTA BUSINESS ON A MODERN BASIS

three-quarters of a century ago, was a pioneer in making fine goods, and which today is a pioneer among cotton mills in the use of modern advertising and selling.

In the days when the whalers were lords of New Bedford, and were carrying its fame across the seven seas, Joseph Grinnell built in that city its first cotton mill. That was in 1846. The fame of the mill and of its fabrics forced the name Wamsutta into the memories

of our grandparents, and indeed into dictionaries and encyclopedias. In distant foreign countries there were thousands whose scanty stock of English words included Wamsutta. There is a legend, a generation old, of an importer in China who could not even read the name but sent a shipment back because the blue wrapping, which he knew, had been changed for another color.

When the present treasurer, C. F. Broughton, took charge of the Wamsutta Mills in 1919, he found that this ancient prestige was slipping, and production with it. Over a long period, sales had been falling. There was a theory that Wamsutta, which had so long been a leader in fine goods, must go into the cheaper grades on which there was more volume. But that meant more competition, particularly with the growing South. The first decision, then, was to stay on the higher level of quality and price.

This called for better machinery at once. Within a few years \$2,500,000 had been spent in tearing out old looms, putting in new ones and bringing the eight mills up to a new level of efficiency. Other New England cotton mills

have done that. But they stopped there. With Wamsutta it was only the first step toward better selling.

The selling method at that time was typical and traditional. The mills made sheeting in the gray and sent it to a bleachery. The sheeting was sold in pieces through a selling agent (that is, in the roll) to a cutter-up. This cutter-up took the entire output of sheeting at a contract price. He made it up in sheets and pillow cases. His own shops, cut, sewed, em-

indeed  
pedias.  
there  
y stock  
Wam-  
genera-  
China  
e name  
because  
knew,  
another

er, C  
took  
Wam-  
919, he  
ancient  
ipping,  
with it.  
period,  
falling.  
theory  
, which  
been a  
goods,  
to the  
es on  
is more  
it that  
competi-  
ly with  
South.  
decision,  
stay on  
level of  
ice.

for bet-  
at once.  
years  
been  
ng out  
etting in  
l bring  
mills up  
l of ef-  
er New  
on mills  
stopped  
was only  
selling.  
at time  
l. The  
the gray  
y. The  
through  
in the  
cutter-  
of sheet-  
e made  
w cases.  
ed, em-



## Where Advertising Dollars Go Furthest

THE average dealer's shelves in the smaller town today look like a veritable exhibit of advertised merchandise.

In proportion to selling effort, advertised merchandise does much better in smaller towns than larger ones

The great point necessary in the smaller towns is the favor of the most important people, the church people. The key to their favor is

# Christian Herald

Bible House

New York

Graham Patterson, Publisher

broidered, ironed, packed and sold it. On part of the finished product he placed the famous Wamsutta label. The remainder went out under other brands. Neither mill nor selling agent knew where the goods went, except that they shared with the general public the knowledge that certain large department stores regularly featured Wamsutta. Neither mill nor selling agent had anything to say about the price of the goods. The cutter-up set the price to jobber and retailer.

To find out what was happening to the goods after they left the mills, a wide research was made. This cost \$5,000. Having read the report, I think the price was excessive. Most of the disclosures could have been predicted by any well-informed housewife, and an advertising man might have dictated the conclusions in twenty minutes. But the report was worth its cost simply because it put on record an obvious condition and led to action.

It showed that the distribution was not only spotty but sloppy. There were great stores which had never had a chance to buy Wamsutta. There were old customers who had long wanted to reorder but had had no chance. There was a vast spread between the prices charged to the consumer by different stores in the same cities.

Relations with the cutter-up were broken off. The mill took over every detail of making and equipped a new plant for sewing, embroidering, hemstitching, laundering and packing. A new label was designed and the momentous decision made to put the label on every sheet and pillow case.

This caused some trouble. One of the five largest customers, a department store, had long sold the goods under its private brand and without the Wamsutta label. This store at first refused to buy the labelled goods. Three months after consumer advertising was under way, the buyer changed his mind and not only began to order Wamsutta, but even sent for a batch of mill labels to be placed on all the private brand sheets

which he had left in his stock!

The advertising began in the spring of 1921. It featured Wamsutta Percale, the highest of three grades then made by the mill. The Percale sells at a price higher than sheets and pillow cases made of ordinary cotton, although considerably lower than linen.

Obviously, only the higher-class markets could be reached. Therefore, the burden of the copy was that Wamsutta Percale is better and cheaper than linen. Full pages in color were used for the first two years, and since then full pages in black and white have appeared in various women's periodicals and in hotel trade papers.

Before the first advertisements appeared, the selling agency, Ridley Watts and Company (which is so closely identified with the mill as to be almost a part of it) took up the task of reaching retailers and jobbers.

This selling had to start at scratch. There were no records. Only a few stores were known customers. The salesmen had no retail experience. They had always sold either to cutters-up or to jobbers. Most of them had never entered a retail store for the purpose of getting an order.

The selling agency, however, was aware of new conditions and alive to the future. It recognized that a high-grade product, today naturally finds its market through the great department stores and specialty shops which cater to discriminating trade. A great many of these stores do not and will not buy from jobbers. It was clear however, that the jobber must be relied upon for some additional distribution in smaller communities and stores.

Here was the old dilemma. It was met by the one honest and simple means—an inflexible price list with inflexible quantity discounts.

There is no need to ask: "Is this customer a jobber or a retailer?" The criterion is the size of the order. The lowest price which any one can get is given to any purchaser of five cases. The Wamsutta price today is as stable as the

(Continued on page 170)



## "Hi, Gang! This is Angleworm!"

"Friend of Little Sunshine here?"

"Yeah. He got me to come here to school."

When it comes to picking out a school, boys herd together. Little Sunshine goes away to prep school in the autumn and before the year is out his chum, Angleworm, has been induced to come. Angleworm brings the Tennessee Shad; he brings the Coffee Colored Angel and all the rest of his friends. So it goes.

Next to their prep school and equal to their friends, many youths owe allegiance to THE AMERICAN BOY. Through its stories, even as in their daily contact with their school fellows, its readers are learning where they fit into the scheme of things. In its pages

they rub elbows with fellows like themselves who meet and solve problems like their own. For twenty-five years successive generations of boys, month by month, year in, year out, have been helped, inspired and entertained by youth's own magazine. THE AMERICAN BOY regularly reaches 500,000 of the leader type of boys. Most of these fellows are now at the school age, 15½ to 16 years old.

You can start Little Sunshine talking your prep school to his chum. You can reach the parents of those well-established homes into which THE AMERICAN BOY so largely goes. Create preference for your organization by advertising in THE AMERICAN BOY. Copy received by May 10th will appear in July.

*The*  
**American Boy**  
The Biggest, Brightest, Best Magazine for Boys in All the World!  
Detroit Michigan

---

When too great  
a burden on a  
salesman means  
a lost sale

J. WALTER  
ADVERTISING

---

*Household Furnishings and Building  
Materials Advertised by the  
J. Walter Thompson Company*

Barreled Sunlight  
Brenlin Window Shades  
Celotex  
Danersk Furniture  
Herati Wilton Rugs

Hoosier Kitchen Cabinets  
Klearflax Linen Rugs  
Schumacher Fabrics  
Sonora Phonographs  
Standish Fabrics  
Richardson Roofing and Shingles



DINING room table—a kitchen cabinet or a Wilton rug—each of these is a purchase made but a few times in a lifetime.

But at that moment of purchase your product is under the most intense scrutiny. Then its merits must stand forth or the sale is lost forever.

The salesman will tell all he knows about your product. But this may not be enough. He does not—and cannot—know your product as you do. To expect him to win the sale against competitors who are better known may prove a costly risk.

There is only one sure way to have your public know about your product and ask for it. That is to tell them about it yourself—what it will do for them—and why it is better than its competitors.

With the products listed above the J. Walter Thompson Company has been associated in interpreting their use to American homes. If you make a product for household use, the experience of the J. Walter Thompson Company will help you sell in greater volume.

**T H O M P S O N C O.**

NEW YORK

CHICAGO

BOSTON

CINCINNATI

SAN FRANCISCO

LONDON

# Guessing Bees vs. Common-Sense Facts in Setting Quotas

There Is a Middle Path Between Higher Mathematics and Plain Guessing

By E. H. Toussaint

Of the Beech-Nut Packing Company

IS the management's more or less "educated" guess entitled to be called a sales quota, or shall we limit the term to a real fact-based computation of sales possibilities properly tied up with sales production?

An article in PRINTERS' INK MONTHLY for February entitled: "How Shall We Establish the Sales Quotas?" cites several instances of so-called quotas made simply by rough estimate of per cent increase, by asking a few questions of customers, etc., and seems to take for granted that these estimates fulfil all the functions of a real sales quota. Frankly, my first reaction on reading it was "a little knowledge is a dangerous thing."

There seems to be a disposition on the part of people unacquainted with the real basic thought of sales quotas to feel that they are simply a mark—a managerial guess, if you like—for the salesman to shoot at. The unfortunate part of it is that when a sales executive gets this idea into his mind and then starts out to set the quota he makes a quick guess and sets a mark for the men to shoot at and, therefore, his quota is just what he expected it would be—just what he has made it. Such a quota can be cheaply made but in practical results with a practical sales force it would be worth slightly less than the figures east of the decimal point.

The other extreme is the quota method which involves so many statistics that it approaches the point of being ridiculous and also approaches the point of being disproportionately expensive to compute. It is a pretty safe assumption that when the hundred or more factors which can be introduced into a quota are analyzed

they will be found to be only subdivisions of the few major factors. Such overdone quotas tend to bring the whole system of sales quota operation under criticism—just as does the so-called quota which is really a guess.

## THESE FACTS MUST BE CONSIDERED

I think if the people who have use for sales quotas would keep in mind a few common-sense facts and build their quota on that basis, it would eliminate the guessers and also the fellow who becomes so involved in his statistics that he forgets the limits of practicability. Some of these facts are:

(1) That the number of people in a territory is bound to be some index of the number of opportunities to sell a commodity in that territory.

(2) That the past performance in a territory is the practical modifier of the population figure by showing what that population is worth to your company with the men and equipment you have in that territory for reaching and selling to that population. It puts the solid-facts slant on the ideal of the population figures.

(3) That the conditions existing in a territory, the buying habits and preferences of the people, affect both of the foregoing factors and are an absolutely necessary factor of a fair sales quota.

The man who makes your quota should be a man who knows the country from something other than geography, and some of his time, at least, should be spent talking with the boys in the trade, listening to what they say and what is said to them and keeping both his eyes open so that he will know what an extra

# In addition to covering Des Moines

—with one copy each evening to every four persons—one copy Sunday to every four persons . . . and one copy morning to every eight persons

The Des Moines Register and Tribune-News has more subscribers in Iowa outside Des Moines

- than The St. Louis Globe-Democrat or Post Dispatch in Missouri or Illinois outside of St. Louis,
- than The Kansas City Star in Kansas or Missouri outside of Kansas City,
- than The Omaha World Herald in Iowa and Nebraska outside of Omaha,
- than The St. Paul Dispatch-Pioneer Press in Minnesota outside of St. Paul,
- than The Minneapolis Tribune or Journal in Minnesota outside of Minneapolis,
- than The Milwaukee Journal in Wisconsin outside of Milwaukee,
- than The Indianapolis Star or News in Indiana outside of Indianapolis,
- this refers to Sunday as well as daily editions—state circulation figures were secured from the publishers.

For March, 1925, the net paid circulation of The Des Moines Register and Tribune-News averaged 164,456 Daily (80,741 Morning—83,715 Evening) and 144,069 Sunday

The  
**DES MOINES REGISTER and TRIBUNE-NEWS**

hundred dollars on the quota means in drops of perspiration.

And this brings us to the thing which, in the last analysis, makes your quota have an effect or have no effect at all: Does the sales force have confidence in it and have you tied it up with actual sales work so that it is a help in their daily work? You can make quotas on paper until Gabriel blows reveille, but the place where they have to produce or fail is on the road.

And you can bet that if you have a sales force worth having, you cannot sell them a quota which is made on a guess. If they are good enough business men to be good salesmen, they will want to see on what their quota is based before they have confidence in it, and unless the basis is sound practical common sense, they will not accept it in the way which makes for confidence and sales.

Furthermore, even though they do have confidence in it, it cannot mean to them anything more than a measure of their efforts unless you tie it up for them with their every-day sales in such a practical way that it gives them information they need, when they need it, in the way they need it, so as to help them with their sales; and that, after all, is what a real sales quota is designed to be—a guide and a help to the salesmen in their daily bucking of the line.

The building of a real sales quota is a job for thought, careful study and expert knowledge. For a man with one single flashing idea or opinion of his prowess to jump into the ring and dash off a snappy quota is about as senseless (and just about as dangerous) as to get your favorite garage man to operate for appendicitis.

### Pedlar and Ryan, Inc., New Advertising Business

Louis Pedlar and Thomas L. L. Ryan have resigned from Barton, Durstine & Osborn, Inc., to engage in an advertising business of their own. The business will be conducted under the name of Pedlar and Ryan, Inc., with offices in New York.

### Gardner Osborn Associates with Carl Reimers

Gardner Osborn, until recently with Barton, Durstine & Osborn, Inc., New York advertising agency, has become associated with the Carl Reimers Company, Inc., advertising agency of that city, as vice-president and a director. The name of the business has been changed to Reimers & Osborn, Inc.

Mr. Osborn formerly was with the J. Walter Thompson Company, Inc., and the Charles W. Hoyt Company. He also was at one time manager of the merchandising department of the Buterick Publishing Company.

### L. P. Fisher Heads Cadillac Company

Lawrence P. Fisher has been elected president and general manager of the Cadillac Motor Car Company, Detroit. He succeeds H. H. Rice, who becomes assistant to the president of the General Motors Corporation. Mr. Fisher had been associated with the Fisher Body Corporation, Detroit, a General Motors unit.

### W. B. Nesbitt Heads Artemas Ward, Inc.

W. Burgess Nesbitt has been elected president of Artemas Ward, Inc., subway and elevated car card and poster advertising, New York. Mr. Nesbitt also continues as president of the Ideal Cocoa & Chocolate Company, and the Listerated Gum Corporation, New York.

### G. M. Lauck Made Partner in N. W. Ayer & Son

Gerald M. Lauck has been made a resident partner in New York of N. W. Ayer & Son. He has been with the Ayer organization for the last six years, during the last year of which he has been manager of service in the New York office.

### All-Fiction Field Adds Four Members

The following publications have become members of the All-Fiction Field, which now numbers sixteen magazines: *Flynn's*, *Sea Stories* and *Sport Stories Magazine*, all of New York, and *The Frontier*, of Garden City, N. Y.

### Honor E. T. Meredith

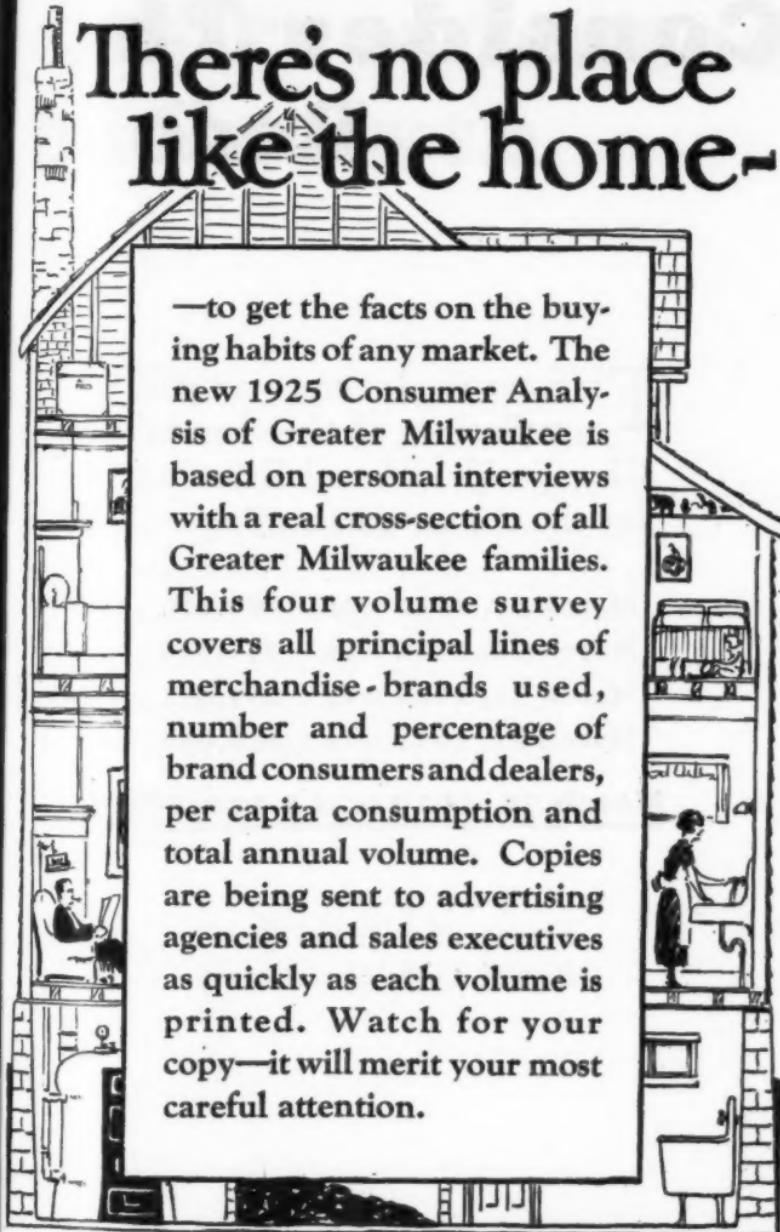
E. T. Meredith, publisher of *Successful Farming*, Des Moines, has again been elected to represent sustaining members of the Associated Advertising Clubs of the World on the executive committee.

### Ed. Pinaud Appoints H. K. McCann

Ed. Pinaud, New York, toilet preparations, has appointed the H. K. McCann Company, New York, as advertising counsel.

# There's no place like the home-

—to get the facts on the buying habits of any market. The new 1925 Consumer Analysis of Greater Milwaukee is based on personal interviews with a real cross-section of all Greater Milwaukee families. This four volume survey covers all principal lines of merchandise - brands used, number and percentage of brand consumers and dealers, per capita consumption and total annual volume. Copies are being sent to advertising agencies and sales executives as quickly as each volume is printed. Watch for your copy—it will merit your most careful attention.



*Read by more Milwaukee and Wisconsin people than any other publication in the world.*

The Milwaukee  
**JOURNAL**  
FIRST - by Merit

# Consider This Record

THE certified average net paid circulation of the Sunday Chicago Herald and Examiner for the six months ending

**March 31, 1921 was 709,966**

**March 31, 1922 was 731,010**

**March 31, 1923 was 879,471**

**March 31, 1924 was 1,050,949**

**March 31, 1925 was 1,120,294**

*Figures taken from Official Reports to the Government*

# Chicago Herald

NEW YORK: 1819 Broadway

# s Unprecedented d of Growth

THIS great circulation . . . the largest ever attained by any American newspaper . . . is the result of producing a keen, alert, progressive newspaper. And its readers express their preference for the Herald and Examiner by paying more for it than they would pay for most Sunday papers.

*Sell it to the . . .*  
**"OVER-A-MILLION"**

# ld and Examiner

SAN FRANCISCO: Monadnock Bldg.

# “That Dry, New England Voice”— do you recognize it?

*President Coolidge is talking—  
WMAQ broadcasting*

Important national broadcasting includes WMAQ as the Chicago station for the service.

WMAQ is a popular station—an efficient station—and it has “class.”

The Chicago Daily News was the first newspaper in Chicago to own and operate its own radio broadcasting station—and this is but one feature of the comprehensive radio service it renders its public.

The comprehensive, authoritative and entertaining radio pages of The Daily News every day—and its Saturday Radio Section—go to a daily average circulation of 400,000—approximately 1,200,000 daily readers—and build radio interest in most of the financially competent households of Chicago and its suburbs.

The fact that The Daily News carries far more display advertising than does any other Chicago daily newspaper proves it to be the most productive medium in Chicago for the sale of legitimate merchandise—and it is logically the most effective medium for the sale of radio products.

**THE CHICAGO DAILY NEWS**  
**FIRST IN CHICAGO**

# This Plan Kept Sales Growing in a Thin Market

Ludwig & Ludwig Add Thickness as Well as Breadth to Their Market

By Dana Hubbard

DOWN in the pit of a Chicago theater, a little over fifteen years ago, a perspiring drummer was doing his best to satisfy the demands of an exacting orchestra leader. The leader wanted quicker beats than William F. Ludwig, the drummer, could deliver. In spite of his long experience as a professional drummer, he found it impossible to produce the effects that his leader insisted on having from the drums. That night he went home thinking about his predicament, worrying over it a little.

The next day he set about devising a new kind of foot pedal for his bass drum. Within a few more days, he had built a piece of amateurish mechanism which he decided to try out. He brought it down to the theater and to the surprise of his associates he was able to beat his bass drum at a rate of speed which seemed nothing short of phenomenal.

The furrows on the forehead of his critical conductor smoothed out as Ludwig gave his new pedal its premiere. Other drummers endorsed it. "How about making us some of those freak pedals?" they asked. So Ludwig applied for a patent, and from that time turned the major part of his attention to manufacturing all kinds of equipment for band and orchestra drummers.

In the little more than a decade and a half that has elapsed since this incident, the firm of Ludwig & Ludwig has grown into a sizable business, distributing drums and banjos and all manner of related equipment through some 6,000 retail dealers. The development of this firm should have an unusual claim to the interest of advertisers, for advertising has been a marketing factor of more than ordinary importance in Ludwig & Ludwig's progress. Be-

cause, too, this company has managed to make a thin market produce a steadily growing volume of sales year after year, some study of the hows and whys of the business may profit other manufacturers who are grappling with the thin-market problem.

Recently, after showing me through his plant in Chicago, Mr. Ludwig, together with his sales manager, explained some of the ideas which have made it possible for him to sell a million dollars' worth of drums and banjos annually to customers who range from children in the primary school grades to the greatest symphony orchestras. That volume of business is obtained with but one man on the road for the company.

## THE SOLUTION IN A NUTSHELL

"The only way that I know of to keep sales growing in a thin market," said Mr. Ludwig, "is to widen that market. When a market is so thin that it will not stand intensive development, by all means cultivate it extensively. Of course, the manufacturer who can see in advance a big potential market for his product, with chances for repeat business, has no thin-market problem to worry over. He probably never will have to learn what the term means. Shoes, food products, soap and other necessities that are bought frequently and are consumed regularly fall into that class. With us the situation is extremely different. Once we have sold a customer he will not be a prospect for another sale for a long time. Then again, we have to face the fact that only a few people, that is, a small percentage of any given group, can be interested in buying a drum or a banjo. One good dealer in a community can take care of all the

Apr. 23, 1925

drum and banjo business that may come from many thousand people.

"When I started in business as a manufacturer, I decided that I would make drums and drum equipment of a quality that the users of these products would want to own regardless of what others had to offer. I did not want to turn out merchandise to meet a certain price, for I believed then, as now, that when a manufacturer establishes a reputation for definitely outstanding quality, price becomes a factor of secondary importance. Perhaps that is truer in a thin market than in one where volume necessarily hunts out low price levels. In the last fifteen years we have built a reputation for making the highest grade of merchandise, and at the same time we have convinced dealers that our products are priced fairly. I believe that at the present time price exercises very little influence on our sales volume. We could raise it and not lose many sales, and I am sure that if we cut it we would not gain many."

Only one salesman travels for Ludwig & Ludwig. His territory is the United States, Canada and Mexico and he spends about ten months of the year working it. Naturally, he can call on not more than a small fraction of the company's dealers, and these must be the important accounts. Advertising in publications and direct mail must do what he cannot do, that is, get into all the low spots and obscure corners of the territory, and cover those dealers whom it is too expensive to reach with salesmen.

Right here is a point with respect to merchandising in thin markets worth emphasizing. It has to do with the extent to which advertising can be relied on to cover territory which, for one reason or another, cannot be worked profitably by a sales force. Few folks believe nowadays that advertising can or should supplant salesmen, and it is not too much to say that no one believes that advertising ought to attempt to do all the jobs that the salesman is called on to perform.

Nevertheless, where dealers cannot be expected to carry large stocks of a manufacturer's merchandise and where they are situated so that long and expensive jumps by salesmen calling on them run the selling cost up to levels which preclude profits, advertising or some other force must step in and shoulder part of the load. In other words, where the market is thin, advertising of one kind or another must be relied on to help cover it. Otherwise, the dealer, in the long interval between the calls of salesmen or in the absence of calls, forgets the manufacturer or slight him when it comes to making up an order blank. Ludwig & Ludwig cover (1) active dealer accounts, (2) inactive dealer accounts, (3) prospective dealers, and (4) professional and amateur musicians with a steady flow of direct-mail advertising in addition to their advertising which runs in publications.

#### WHERE THE JOBBER STANDS

Before someone breaks in with the suggestion that the jobber is the real salvation of the manufacturer whose market is too thin to be covered with house salesmen, let it be acknowledged here that the jobber is the logical way out of the thin-market difficulty in many cases. There are indications every now and then that jobbers are waking up in many fields, and it would be unfair to them not to point out that many of them are anxious that their salesmen should learn everything possible from the manufacturers whose lines they are called on to sell. Furthermore, many jobbers are now putting their best efforts back of advertised products and in some cases they are shortening their lines drastically in order to do this. Only this morning there came to the desk of the writer a letter sent out to a long list of manufacturers by a Detroit jobber. In it, the jobber emphasizes his willingness to co-operate with advertisers and he offers to make himself a sort of advertising headquarters in his territory for those manufacturers whose lines he is carrying.

No such promising condition

of affairs existed in the musical instrument trade when Ludwig & Ludwig began to operate. The situation at the time this company began to develop a fair volume of business, says Mr. Ludwig, was just the opposite from inviting to the manufacturer who wanted to make a good product, price it fairly and carry his identity as the maker of it through to the ultimate purchaser. Today, it is generally recognized that prices and discounts are not the sole factors in merchandising. Not so long ago, the jobbers of musical instruments aimed at making prices and discounts dominate their selling efforts. So-called professional discounts and highly flexible selling prices that were marked up unreasonably in order that they might be cut to close an otherwise doubtful sale were practices which threatened the independence of the manufacturer, especially the smaller manufacturer fighting for a chance to get started on a profitable basis.

Those conditions, practically non-existent now but a menace for many years, kept Ludwig & Ludwig from selling through jobbers and literally forced them to plan and build their own individual means of marketing. The professional discount has disappeared. So have the abnormal mark-ups and the musical instrument jobbing trade has adopted a model code of ethics. The position of Ludwig & Ludwig with respect to the jobber remains unchanged for the reason that they have done with advertising more than they feel any jobber system could have done for them.

For years, professional drummers experienced difficulty in obtaining equipment that met their rather exacting requirements. As soon as the Ludwig & Ludwig company began manufacturing merchandise which reflected Mr. Ludwig's long experience with some of the most famous orchestras and bands in the country, the professional demand took care of his production without any great amount of sales promotion. The next step that his company took to broaden its dealer market was to

stay out of the retail business entirely as well as to steer clear of the jobber. However, this was not enough. The life of a drum that is well made is long enough to preclude the likelihood of much repeat business from a professional musician once he has become a purchaser. The problem was to determine what to do when these professionals had bought and were definitely out of the prospect class for some time to come.

#### SOWING SEEDS OF FUTURE SALES

Ludwig & Ludwig turned to the schools for an answer to that question. In the kindergartens and lower grades, the company found, was where children were obtaining their first musical impulses and here the teachers were beginning to use simple musical instruments in teaching their pupils rhythm drills and dances. The spread of this music-in-the-school idea gave Ludwig & Ludwig their opportunity to bring out a lower-priced line of instruments which could be sold for school work, but more than this it opened the avenues for merchandising the firm name to many future customers at the very threshold of their musical interest. Instead of waiting for the time to come when a few children should develop into skilled amateurs or perhaps even professional players, the company decided to catch its prospects young and develop their musical tastes to include Ludwig equipment.

Enough time has elapsed since the introduction of the Ludwig "Junior Symphony" line of drums and related instruments to prove that the child of yesterday can be made a customer today for a better outfit for the home or neighborhood orchestra. Tomorrow, he may be playing in some professional organization. Working with this juvenile market and selling dealers on their opportunity to give their local markets depth and width has moved the company's lower-priced merchandise at the same time that it has helped create a future market for its standard grades. Ludwig & Ludwig did not, of course, start the music-in-the-school movement;

all that they did was to take advantage of a contemporary development and merchandise the idea back of it to speed up sales.

Just recently, the company brought out an elementary drum instruction manual, a booklet written so as to be easy reading for the child of ten. Mr. Ludwig says it is the first attempt to give real instruction for the beginner on the drums. Along the same line of educational effort, Frank Fancher, possessor of a couple of trunks of cups and medals won in drumming contests, has become a member of the Ludwig & Ludwig staff. His work is developing and training rudimental drum corps in the West. Among organizations such as the American Legion, the Boy Scouts, schools which maintain R. O. T. C. units and various lodges, this fife and drum, or bugle and drum idea has taken on renewed popularity in the last three or four years. In a recent parade, Mr. Ludwig noted that but two bands out of seventy that passed the reviewing stand rendered the proper salute.

"There was an excuse for this," he explained, "for the reason that no standard guide for drum majors had ever been compiled. We immediately had Major George Malstrom, a veteran of three wars, drummer and drum major of America's largest band, write a work for us containing instructions for the band in reviews, parades and various functions. It is a complete treatise on an important part of band performance. Lately, we have also undertaken to help with the Army's band training in so far as it relates to the drums."

All of these missionary efforts which of themselves yield no immediate revenue must be regarded as supplementary to the job of selling a merchant an invoice of goods. Yet they are radical in that they go to the roots of the dealer's and manufacturer's problems of widening markets. They indicate how a manufacturer must look beyond the zone of immediate sales in order to reach his prospects and thereby build sales. If a musician creates better music he

is a better performer, is the Ludwig theory here. If he becomes a better performer through the aid of some manufacturer, he will also become a better customer.

One of the characteristics of merchandising which frequently stands in the way of progress and lower distributing costs is the tendency of not a few sales executives to pay greater attention to what competitors are doing than to their own efforts in behalf of sales development. That characteristic was present in business twenty years ago, ten years ago and today it is still present. Ludwig & Ludwig have an organization slogan which summarizes their feeling on this point. It is "Sell the Line—Let Competition Fall Where It May."

The manufacturer with a thin market may find profits slipping through his fingers because of any one of several reasons. His sales force may be too big. Perhaps he can cover some of his territory quite as satisfactorily and more economically with advertising. Selling solely on the basis of price and discounts with his identity buried, may be the trouble. Or he may be unwilling to look beyond today's users of his products to learn what tomorrow's users are doing now in order that he may begin to educate them. In Ludwig & Ludwig's methods of adding thickness as well as breadth to their market there should be some material susceptible of adaptation by other manufacturers whose prospects for growth and healthy development appear limited by thin markets.

### C. M. Allen Heads Garford Truck

C. M. Allen, of Elizabeth, N. J., has been elected president of The Garford Motor Truck Company, Lima, Ohio. He succeeds Emmett R. Curtin, resigned.

### Kreuger Brewing Company Appoints Ayer

The Kreuger Brewing Company, Newark, N. J., has appointed N. W. Ayer & Son to direct its advertising account. Plans are now being made for placing a new cereal beverage on the market.

New York  
Chicago  
Detroit  
Kansas City  
San Francisco  
(Copyright)

## Are you telling Philadelphians about your Radio?

When Jack Binns sent out his famous "S. O. S." he startled the world into a recognition of wireless. When Marconi, DeForest and the other pioneers in this field laid at our feet the results of their inventions we entered a new world.

Broadcasting of musical and other programs has spread all over the land. In every hamlet and town, in most every home, some one is sitting with his fingers on the dials.

Improvements and new ideas in receiving equipment make last year's outfits as obsolete as last year's bird-nests.

First we had the little crystal sets, then we had the tubes. They expanded into heterodynes and super-heterodynes, into reflex and simplex and complex circuits and the end is not yet.

For all we know your experiments, or those of your competitor, have something in store for us that will revolutionize broadcast reception as we now know it.

However, we do know that the Radio Manufacturer who concentrates on the half a million families in Philadelphia and educates them to look to his house for all that is new in radio is the man who is going to get the best results.

## Dominate Philadelphia

*Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—*

# The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

**518,357 copies  
a day**

Average Daily Net Circulation for the Year Ending December 31, 1924.

The circulation of The Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)  
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard  
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard  
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.  
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street  
(Copyright 1925—Bulletin Company.)



# THE RED

*In spite of years and temples gray,  
Still let my spirit beat with joy;  
Teach me to share in all his play  
And be a comrade with my boy.  
Wherever we may chance to be,  
Let him find happiness with me.*

From *A Father's Prayer*  
by Edgar A. Guest  
in the May  
RED BOOK MAGAZINE

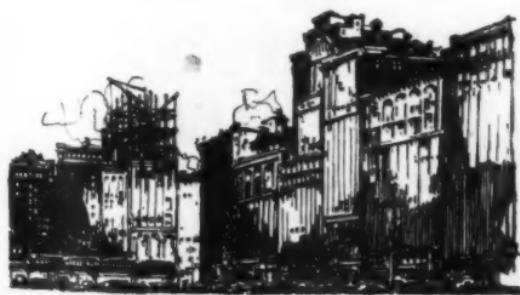
Edgar A. Guest's poems, featured regularly in THE RED BOOK MAGAZINE, have won a place in the hearts of thousands of its readers and are eagerly looked for each month.

*Distribution of MAY ISSUE nearly One MILLION*

# RED BOOK Magazine

THE FATHER of a family living in the urban market is one of the advertisers' best prospects.

THE RED BOOK MAGAZINE appeals to all men—fathers included. And over 86% of these men in the nearly a million families reading THE RED BOOK MAGAZINE live in the urban market.



ularly  
won a  
s read-  
month.

One RED BOOK Magazine reaches the urban market

The illustration shows a simple house with a chimney and trees in the background. In the foreground, a scroll of paper labeled "DEED" is partially unrolled, revealing some text. A small inset in the upper right corner shows a map of Oklahoma with a specific area highlighted.

**In Oklahoma's  
Owned Farm Area**

Farm owners are usually the most progressive and able-to-buy—they are more interested in the upkeep and equipment of their farms. Such farmers form a rich and responsive farm market. In Oklahoma 48.6%, or 88,126 of the State's total farms, are owner-operated. The "owned farm area" in Oklahoma includes 40 out of 77 counties. The *Oklahoma Farmer-Stockman* reaches 71.2%, or 62,774 of the farms in this area.

---

**The OKLAHOMA  
FARMER-STOCKMAN**

Oklahoma City

E. Katz Special Advertising Agency

New York-Chicago-Kansas City  
Atlanta-San Francisco

# Whoa, Pegasus!

Pegasus Is a Good Old Horse But Watch His Heels

By Arthur H. Little

TO an unprejudiced observer it seems that present-day advertising is turning hostler. Every copy writer in the business, so it appears, is trying his hand, with more or less success, at the fascinating enterprise of harnessing Pegasus. And the whole commercial landscape is torn up with hoofprints.

Admittedly, the principle is right. The advertiser who can glorify his rubber heels or dramatize his beans is the advertiser who can gain attention and win favor. But the advertiser who can capture himself a star and hold it stationary long enough to hitch to it a wagon-load of his mundane product is an advertiser who must be quick and skilful. He is, besides, an advertiser who, in picking his star, is guided by a dependable sense of propriety.

The difficulty is that when we glorify and when we dramatize we are monkeying with poetry. Regardless of the words in which we undertake—sometimes so clumsily—to clothe the thought, the thought itself is poetic; and poetry, especially in business, is ricky stuff.

We reach out, far out somewhere in the rare atmosphere of abstractions, and we seize an ethereal idea; and then we try, often with a bitter and perspiring struggle, to bring that fluttering idea to earth and imprison it in a box of type—along with a selling talk about patent shingles.

Perhaps we fail to recognize the forces with which we are contending. Perhaps it would be well to examine the matter briefly, to the end that we may uncover its philosophy.

Of verbal expression there are, for the purposes of this examination, two kinds—poetry and prose. In outward form, the two are different. Grandly overlooking the fact that better men than we have been floored by the definition of

poetry—men like Sidney and Shelley and Coleridge and Johnson and Wordsworth and Emerson and Poe—let us agree that poetry has rhyme and rhythm; and that prose has neither. But now let us go deeper and investigate that which each of the two expresses. Here we encounter certain complications.

Poetry, we can say, is reserved for the expression of ideas that are poetic; and, reasoning from the negative to prove the positive, we can cite the fact that doggerel isn't poetry because the ideas that doggerel essays to trick out in the trappings of verse are—just doggerel. Chiefly, the fault of bad poetry lies, not so much in faulty composition, as in misguided selection. Sir Arthur Quiller-Couch, lecturing an "English" class at Cambridge, observed drily:

"While even a lecturer may help you to avoid writing prose in the manner of Milton's poetry, only the gods—and they hardly—can cure a versifier of being prosaic."

Conversely, as the same picturesque Quiller-Couch went on to explain, it would be easy to set up the proposition that prose is reserved for the expression of ideas that are prosaic—ideas out of the valleys, rather than off the mountain peaks, of thought. But prose, we know, can be beautiful; and prose can be splendid. Turn to the Scriptures and read:

So when this corruptible shall have put on incorruption, and this mortal shall have put on immortality, then shall be brought to pass the saying that is written, Death is swallowed up in victory.

O Death, where is thy sting? O grave, where is thy victory?

Barring the fact that the rhetoric professor and the newspaper copy reader would look askance at the repetitions, we can agree that there is a passage of prose, and only one out of many such in the Holy Writ, that, in beauty and

in sheer magnificence, never has been surpassed by any passage of verse.

But here we encounter a disturbing question. Is this kind of writing really prose? Was prose the medium of Burke; and, on our own side of the Atlantic, was it the medium of the Gettysburg Address of Lincoln? Is mere form, after all, the true test? Or are we to determine which is poetry and which is prose only by disregarding the form and examining the thought?

Baffled? Indeed we are. We're undone by the fact that the things we are trying to define—poetry and prose—defy definition. Rather, there is a certain, uncharted middle ground in which the one merges into the other.

And it is this uncertain middle ground that is dangerous—dangerous for us because so few of us are Tyndales, or Burkes, or Lincolns.

We are handicapped, too, by limitations other than those that hedge about our respective capacities. We are limited as to time, and limited as to room. Advertising space is expensive; half of it, approximately, will be preempted by an illustration; and if our message is to be seen, the type that sets it forth must be big enough to catch and hold the eye. Cramped as we are, denied the scope to apply finesse, we resort to violence. We force unrelated concepts into absurd relationships—rainbows and buckwheat cakes, butterflies and sauerkraut, sunsets and bunions. The result, sometimes, is carnage.

Let me display a few examples. First a specimen, not from periodical advertising, but from direct-by-mail—from a sales letter:

As a bubble bursting on the surface of a river and the swaying lily pad indicate the trail of a fish—as a few hairs caught in the tree bark and the scratch of a claw where a foot has slipped show that one of the wild folk has passed that way; so does the gleam of the electric light through the window show that the oxygen has not been burned out of the air, that the fumes of burning gas are not in the room, that the ceilings are not smoked up and that all the cheer that can be added to the home by good light are there.

Bubbles on a river—lily pads—the trail of a fish—hairs caught in tree bark—electric lights! The reader feels that his intelligence has been made the recipient of assault and battery; and not even the aspiring elegance of that fancy phrase, "one of the wild folk," can mitigate the mayhem.

Rather often, but not so often as two or three years ago, when the craze was at its height, you'll find an interesting specimen of the I-am vogue. Of course you remember the theme—I am Progress—I am Light—I am the Railroad—I am an Onion. Well, here is one that, thanks to its internal discord, harmonizes perfectly with our present discussion. It might have been titled, "I am a Mistake." It reads:

#### I AM THE VOICE

I am a violin. I am tom toms. I am grand opera and vaudeville.

I enchant the youth like the Pied Piper. I am a teacher. I am town crier.

Verily, I shrink the world. . . . But never am I my own master.

It's beginning, you see, to sound like a charade, with a few ingenious but slightly irrelevant details thrown in to make it harder. But in the next paragraph the secret is out:

For the Blank Loud Speaker can sing and play and speak only what goes into the radicasting microphone. Nothing is lost—nothing is added but volume.

On the contrary, something is lost—the picture. And it's utterly ruined. What ruins the picture, and what, in such a situation, always ruins it, is the fact that sooner or later, the line of thought must get down to brass tacks; and the descent is so sudden that we who are following it land with a thud—among the tacks.

As we have seen, when we fool with lofty and pretentious ideas we risk incoherence and absurdity. But occasionally we risk something more—double meanings. For instance:

#### UNSEEN ACTORS THAT THRILL AN AUDIENCE OF MILLIONS

Out upon the still night come the sounds of a desperate struggle. Hear

# A natural market

**State and county lines are arbitrary boundaries. Logical sales territories are based on the concentration of population in cities with their surrounding trading area.**

**Indianapolis (358,760) is the retail shopping center for the Indianapolis Radius, seventy miles, the zone of concentrated influence of The News (Pop. 1,992,713).**

The Indianapolis Radius is compact. It is welded into a single, unified market by the powerful influence of The Indianapolis News and by its unsurpassed transportation system. Strong Indianapolis jobbers work the territory intensively and knit the trade closely together. Indianapolis is thirteenth in retail sales, though twenty-first in population.

The Indianapolis Radius is a natural market, independent of political boundaries. It is dominated by *one* newspaper.

# The INDIANAPOLIS NEWS

New York Office  
Dan A. Carroll  
110 East 42nd St.

**FRANK T. CARROLL**  
*Advertising Manager*

In the Indianapolis Radius, The Indianapolis News is the most powerful single merchandising force. It has the largest daily circulation in Indiana.



Chicago Office  
J. E. Lutz  
The Tower Bldg.

Apr. 23, 1925

blows splinter a door—there's a crash.  
A shot is fired—a woman screams!

And millions of radio listeners thrill  
as delightful gooseflesh creeps up their  
backs.

Now, you've listened to radio? Perhaps you've operated a receiving set? Then, many a night you've heard just such sounds as those—a struggle—heavy blows—a shot—a scream. You've squirmed and twiddled the dials and cussed big round, blue oaths. The "unseen actors" who are setting up the din? You know profanely well who they are—the imps of static!

That's what I thought, too. And I wondered: "If this is radio copy—and obviously that's what it's going to turn out to be—why drag in the dirt?" But I was wrong; for the copy goes on:

For it is not real bloodshed, but Station \_\_\_\_\_, at \_\_\_\_\_, giving a radio drama. . . .

And then, the real dirty work at the cross-roads:

In the broadcasting of this famous station, \_\_\_\_\_ batteries are employed. All batteries in the equipment are \_\_\_\_\_. A great many of the most important government and commercial radio plants use \_\_\_\_\_ Batteries.

There's the danger, too, of under-development. Next, we consider a sample in which the imported idea, although it challenges the attention dramatically, is not impossibly altitudinous; juxtaposed against the selling talk, it isn't outrageously incongruous. And yet the logic, somehow, seems to escape. Attend:

#### A STRING OF RED BEADS

An Indian once swapped Manhattan Island for a string of red beads.

Not so long ago a fellow in Texas traded a great tract of now priceless oil land for a span of gray mules.

And last year a lot of smart people paid \$1,000, \$2,000—even \$3,000 more for a closed car than an open car of the same make would have cost them. These are historical facts.

As long as people knew very little about downtown New York real estate, or oil land, or Closed Cars—great unconscious economic losses were sustained.

Today you couldn't get very far in New York on a string of red beads. The owners of the oil land probably aren't scanning the market pages for quotations on gray mules.

And after people see the new \_\_\_\_\_ Sedan at only \$\_\_\_\_\_ more than an open car, getting a fictitious price for a closed car is going to be a tough selling job.

Just what, Watson, do you make of it? Yes, it's a cipher, but one that can be solved by pure reasoning. We're confronted by a comparison, but a comparison of what? Let us work backward, starting with the gentleman's objective. His purpose, we safely may assume, is to convey to us the thought that the \_\_\_\_\_ Sedan, in whose sales he, by implication, is interested, is moderately priced. Guided, then, by this key of inference, we proceed upward from the bottom of the copy and we see that what the copy writer failed to reveal was the fact that his comparison, if we may call it that, is to be reversed. And thus we answer for ourselves the question of whether the moral is to be drawn from the too-low prices of Manhattan and Texas land or the too-high prices of Texas mules.

Yet the job—this job of harnessing Pegasus—can be done; and it can be done gracefully and logically and safely. My eye is caught by a stirring illustration—a picture of whizzing action. It's an airplane, its wings spread like those of a swooping eagle, zooming down out of a darkened sky. The copy reads:

#### WHEN THE MAIL PLANE LANDS AT NIGHT

When the mail plane swoops down from the sky at night it sails into a flood of light that makes landing as safe as at noon.

For the air mail landings, the laboratories have developed Mazda lamps of ten thousand watts.

Mazda Service explores the world for new ideas on incandescent lamps and insures the lamp developments that already have brought modern lighting to so high a point of efficiency. . . .

Unquestionably, our equine friend Pegasus is a good old horse, and useful. If you're man enough to bridle him and back him between the shafts of your cart he'll carry you far. But watch his heels. He's touchy. And at the merest ghost of an opportunity he'll let fly and kick you and your copy all to—smithereens.

ew  
e than an  
price for  
a tough  
  
ou make  
but one  
the reason-  
y a com-  
ackward,  
man's ob-  
e safely  
to us the  
Sedan, in  
cation, is  
priced.  
of infer-  
from the  
we see  
er failed  
that his  
ll it that,  
thus we  
question  
is to be  
prices of  
d or the  
mules.  
harness-  
; and it  
and logi-  
is caught  
—a pic-  
It's an  
ead like  
e, zoom-  
ened sky.  
  
E LANDS  
  
ops down  
ils into a  
anding as  
  
the labora-  
lamps of  
the world  
ent lamps  
ments that  
n lighting  
cy. . . .  
  
ne friend  
orse, and  
ough to  
between  
e'll carry  
is heels.  
e merest  
e'll let  
copy all

**D**O the people of Third Avenue shop on Fifth Avenue? They do not. Do people of small means read the Condé Nast Publications? They do not.

People of means and taste naturally gravitate to magazines expressing their own point of view. You cannot keep them away. Nor can you keep the masses interested even if, by some chance, you attract a few of them to your subscription lists. They go back to Third Avenue, feeling instinctively that they do not belong on our street.

This automatic process of selection goes on all the time, without effort on our part. And this is why the Condé Nast Group offers you a hand-picked market of nothing but the finest prospects for every kind of fine merchandise.

**VOGUE  
VANITY FAIR  
HOUSE & GARDEN**

**THE CONDÉ NAST GROUP**  
*All members of the Audit Bureau of Circulations*

# If These Are Facts—Why Not?

We have been telling advertisers for three years that in Chicago the "trend of the times" in both circulation and advertising is decidedly toward the Evening American.

Here are some interesting figures supporting this contention:

## CIRCULATION

The daily average net-paid circulation of the Chicago Evening American for the six-month period ending March 31st, 1925, was

**474,230**

Which is a gain of 50,000 over the same period of a year ago and which exceeds by 64,000 the daily average net-paid circulation of the Daily News for the same period.

Add to this the fact that the Chicago Evening American sells at 3c (5c Saturday), while the Daily News sells for 2c every day, and you have all the facts necessary for judgment regarding the circulation side of the picture.

## ADVERTISING (Total Display)

During the first three months of 1925 the Chicago Evening American GAINED 189,229 lines of

**CHICAGO**

# fact And They Are Noace Them?

years total display advertising over the same period of 1924, while the Daily News LOST 38,183 lines. The Chicago Evening American ALONE gained more total display lineage than ALL OTHER CHICAGO DAILY PAPERS COMBINED.

## (Local Display)

During the first three months of 1925 the Chicago Evening American GAINED 81,184 lines of local display advertising over the same period of 1924, while the Daily News LOST 109,291 lines.

## RECAPITULATION

Why does the Chicago Evening American, selling at a 50% higher price, hold such a commanding lead over the Daily News in circulation? Because it is a newspaper for THIS generation—alert, alive, aggressive.

Why does the Chicago Evening American continue to pile up consistent gains in every classification of advertising? Because its tremendous circulation represents purchasing power and responsiveness that moves merchandise of any kind or character.



IF a man is out late at night he can buy the "bull dog" of The Star, but he will still have his appetite for the 2:45 A.M. edition he gets at breakfast time. Starting at 10:30 A.M., clear through to 7 P.M., the evening papers spawn one edition after another. Counting the "buyers" of these multitudinous editions as "readers" is like counting Grover Cleveland twice in the list of Presidents.

## *The INDIANAPOLIS STAR*

*Always first—always fair—always complete*

*The Shaffer Group*



CHICAGO EVENING POST  
INDIANAPOLIS STAR  
ROCKY MOUNTAIN NEWS  
DENVER TIMES  
MUNCIE STAR  
TERRE HAUTE STAR

QUALITY PUBLICATIONS

### *National Representatives*

KELLY-SMITH CO.  
Marbridge Bldg., New York  
Lytton Bldg., Chicago

GRAVURE SERVICE CORP.  
25 West 43rd Street  
New York

# What a Specialty Did for Our Established Staples

We Developed a New Item to Meet a Reawakened Demand and Our Entire Line Has Benefited

By Herbert Young

Vice-President, Thomas Young, Inc.

**W**HEN Thomas Young Inc., with national distribution of quality lines, took hold of a specialty handkerchief and pushed it with national advertising, we not only drastically cut the consumer cost on the item but also increased our dealer accounts and expanded our staples business at well.

What we did was to re-establish a fading public interest in a certain kind of merchandise and create a steady demand that made that particular item a success of itself and added prestige to our entire line. These are the facts:

The art of making handkerchiefs in the home had languished for many years. A few women still clung to the practice and would take a square of linen, hem it, embroider an initial on it and have a competely home-made handkerchief. The vast majority, however, preferred to buy theirs ready-made.

About four years ago we noted that this old art was showing a flicker of renewed life. Women were beginning to make handkerchiefs in the home in greater quantities, using cheap, solid-colored linen. They pulled out several of the original threads which they replaced with threads of different colors. They also were using a certain amount of white linen.

This trend was interesting and we figured that if we could give these women something different in fancy material for handkerchiefs we could get women to use more and more linen.

The idea had its inception in the fall of 1921, but we found it too late to plan specially for that year's trade. So we had to get something that was available at the mills and that we could push

for that season while we planned for the future.

Taped handkerchiefs had always been in demand, but always had been sold hemstitched and never had been offered unfinished. So we cabled to Ireland for prices and to learn what was available at that time.

Only one quality was available, we were advised. It was a quality which we could have sold, on the basis of our usual mark-up, at \$2.00 per dozen squares. We decided, however, that we were entitled to an extra profit for our gamble on this new item and also that the cost of building up a market for it would require an additional profit.

After considering the price question from all angles, we decided to take the bull by the horns. The price was set at \$3.50 per dozen squares.

#### THIS LETTER PULLED WELL

With the goods available and the price determined, the problem of marketing the unfinished handkerchief squares was the next one to be tackled. This we solved by sending out a circular letter to 5,000 retailers over the United States telling them what the new item was and the possibilities we thought it offered. From these 5,000 letters there came 300 replies, indicating that merchants saw a large interest in home handkerchief making, and it seemed from this successful acceptance of the first item offered that if we could keep on giving new ideas we could stimulate this interest and make a big thing of it. Everything was sold that year as a result of the interest aroused by the circular letters.

Then, in planning for the next

year, it occurred to us that it was rather a waste of time for women to pull out threads after the linen was woven in order to pull different ones through. So we arranged to have colored threads put in during the weaving. To these handkerchief squares we applied the name "Redi-Threaded," thus trade-marking the article.

For the first two years, we advertised both in business papers and by direct mail, but in 1923 we started to go into national mediums, using both general and specialized women's periodicals. We stressed the idea of making handkerchiefs for beautiful, yet inexpensive, presents and also as an enjoyable bit of sewing. The threaded feature was prominently featured. From this advertising we turned over several thousand consumer inquiries to retailers, which considerably widened our market and allowed us to expand the handkerchief square lines.

Where in 1921 and 1922 there was only one quality each in women's and men's squares, in 1923 there were two qualities in both men's and women's squares with "Redi-Threaded" colors and colored borders. This increase continued until today, we offer three qualities each, in colored borders and five qualities each, in white borders, besides from four to thirty patterns in each quality.

Today, several hundred thousand women have become acquainted directly with this article, which is now one of the biggest of all Thomas Young items and are telling their friends about it, thus developing the market which the company created for handkerchief squares. This is the first result of the company's efforts—a real market that will continue as long as Thomas Young can give women something new in this line, a market which has not even been covered fully with the original patterns.

The second result is the gaining of sufficient volume and distribution (1) to carry the line at a normal mark-up, (2) to enable the dealer to sell the item at a

normal mark-up, and (3) to allow the customer to make fine linen handkerchiefs cheaper than she could buy them either hemstitched by machine or by hand.

This is a good example of how advertising actually reduces cost to the consumer instead of increasing it. In the beginning, due to the cost of marketing the unfinished "Redi-Threaded" handkerchief squares, they sold for approximately the same retail price as ordinary machine hemstitched handkerchiefs of the same quality. This was when there was a comparatively small number of women who appreciated the individuality of hand-made handkerchiefs and when even these women were losing interest.

Now, as a result of a constant injection of new ideas into this line and two years of sustained national advertising to these and other women, the consumer today can get, for instance, a man's fancy linen square for fifty cents which if hemstitched by machine in the ordinary commercial way would cost seventy-five cents and which if hemmed by hand would cost \$1.25 or more. Thus, by advertising to the woman who likes to sew, the company has been able to give her a real saving on the purchase of a dozen squares.

#### A THIRD RESULT

A third result of the successful efforts to build up this specialty is an added prestige for the company's staples. Before we took hold of these handkerchief squares, the company did not do any national advertising. Now, however, with the stress laid on the specialty, the company's plain linens, which are the backbone of the business, are always before the public. The staples are always mentioned in all advertising. In this way, the company is capitalizing to the fullest degree on its specialty at a total advertising cost of about 2 per cent of gross sales. We are well satisfied with our two years' activities in national mediums.

A fourth result is an increased

# HARPER'S BAZAR

ANNOUNCES

THE APPOINTMENT OF

## EUGENE B. PEIRSEL

AS ITS

WESTERN MANAGER



MR. PEIRSEL

WILL, OF COURSE, MAKE THE  
CHICAGO OFFICE OF HARPER'S  
BAZAR HIS HEADQUARTERS  
\*& THE ADDRESS IS \*&  
326 WEST MADISON STREET

Apr. 23, 1925

number of accounts with a greatly expanded business in all linens.

Two other specialty items have come directly from these "Redi-Threaded" linen squares. These are Redi-Corded linens for table covers, scarves, napkins and the like, and Redi-Corded towels. The first line came out in the spring of 1924 and is now on the market, boxed as bridge sets and luncheon sets. The towels, which also were brought out last year and which were intended to be a finished and boxed product, have never reached the completed stage for when they were shown to the trade in the piece, each dealer bought on the spot and within sixty days from the first showing, they were sold up for the balance of the year. Even then, the company still planned to finish these towels, which incorporated a new idea in that a colored hem was woven into them instead of being merely attached, but there never was any material left over from the piece goods to do this. Redi-Corded towel material has been oversold to date.

### Newspaper Campaign on Emerson Shoes

Newspapers are being used in a campaign which the Emerson Shoe Stores Corporation, Rockland, Mass., is conducting in cities in which it is operating stores. This campaign is being directed by Reimers & Osborn, Inc., New York advertising agency, which also has been appointed to direct the advertising of the Emerson Shoe Company.

### Day-Fan Products Account for Groesbeck-Hearn

The Dayton Fan and Motor Company, Dayton, Ohio, manufacturer of Day-Fan products, electric fans, motors, and radio apparatus, has placed its advertising account with Groesbeck-Hearn, Inc., New York advertising agency. Magazines and newspapers will be used.

### Curtis Opens Cleveland Office

The Curtis Publishing Company, Philadelphia, has opened an office in Cleveland. William R. Boyd, who has been with the company for a number of years, is manager. He has had charge of the Ohio territory with headquarters in Chicago.

### Stanley V. Gibson, Advertising Manager, "Charm"

Stanley V. Gibson has been appointed advertising manager of *Charm*, Newark, N. J. He was formerly with Hearst's *International* in a similar capacity and at one time he was Western manager of *Cosmopolitan*. More recently Mr. Gibson was advertising manager of the *Butterick Quarters*.

John Rutherford and George Alpers also have joined the advertising staff of *Charm*. Since 1921 Mr. Rutherford has been with the *Butterick Quarters*. Mr. Alpers formerly was Eastern advertising representative of *Field & Stream*. More recently Mr. Alpers was associated with Agard & Company, publishers' representatives, Chicago, as vice-president in charge of the New York office.

### Campaign on New Delco Light Plant

The Delco Light Company, Dayton, Ohio, has started an advertising campaign in farm publications and general and women's magazines, to introduce a new low-price Delco Light plant. The product, which was announced to the trade at the opening of the company's eighth annual Delco-Light sales convention, held recently at Dayton, was placed on the market to supply a demand for a plant selling for less than \$300 completely installed. This demand was ascertained through a questionnaire sent to 40,000 farm-paper subscribers to which 85 per cent replied favorably.

### Eastern Campaign for Household Cleanser

The Magnus Chemical Company, Brooklyn, N. Y., manufacturer of Dil, a household cleanser, has appointed the Charles W. Hoyt Company, Inc., advertising agency, New York, to direct its advertising. Newspaper campaigns are now being conducted in several cities in the East.

### Oswego "Palladium-Times" Appoints Representatives

The George B. David Company publishers' representative, New York, and A. R. Keator, publishers' representative, Chicago, have been appointed national advertising representatives of the Oswego, N. Y., *Palladium-Times*. The merger of the *Oswego Palladium and Times* was reported last week.

### Foster & Kleiser Appoints H. S. McKay

Howard S. McKay has been appointed sales manager of the Los Angeles office of the Foster & Kleiser Company, outdoor advertising. For the last two years he has been with the San Francisco office.

# The Detroit News

**steadily increasing  
in circulation, reaches  
highest 6 months' average**

Statements of The Detroit News to the Post Office Department for years show a constant increase both for the week day and Sunday issues. During the last six months in general, and during March in particular, The News has reached circulation high points never before attained in Michigan. During March it established the highest circulation average for any single month in its history with 313,677 Sunday and 288,705 week day circulation—by far the greatest circulation in Michigan. Today more than ever The Detroit News therefore has a coverage of its field unequalled by any other city of its size or larger in America.

	<i>Week Days</i>	<i>Sundays</i>
<b>October 1, 1923 . . . . .</b>	<b>271,368</b>	<b>258,136</b>
<b>April 1, 1924 . . . . .</b>	<b>273,135</b>	<b>279,822</b>
<b>October 1, 1924 . . . . .</b>	<b>278,079</b>	<b>283,097</b>
<b>April 1, 1925 . . . . .</b>	<b>279,191</b>	<b>297,678</b>
<b>March, 1925, average . . .</b>	<b>288,705</b>	<b>313,677</b>

**and again leads  
all other papers in  
America in total  
advertising volume**

That advertisers recognize how unique an opportunity Detroit and The News offer is well evidenced, not only by the world record of 30,604,000 lines published in 1924, but also by the fact that The News thus far in 1925 leads America again in advertising.

# The Detroit News

*Greatest Circulation Week Day or Sunday in Michigan*

# The A. B. C. Trading

The Audit Bureau of Circulations fixes the trading radius of the Cincinnati newspapers at thirty-seven miles. This includes eight large towns in Ohio and Indiana in addition to Cincinnati proper, with the contiguous suburbs on both sides of the Ohio River.

Within this territory the Times-Star has a total daily net paid circulation of 136,840, A. B. C.

The leading morning newspaper of Cincinnati is not a member of the Audit Bureau of Circulations, but the publishers claim a daily circulation of 54,655 copies within a radius of fifty miles of Cincinnati.

But in last analysis, the shopping that is most responsive to local advertising in the Cincinnati newspapers is the local shopping,—the daily buying of the families that live within the city and suburbs.

Within this area the Cincinnati Times-Star has a daily A. B. C. circulation which is 50 per cent more than the combined circulations of both Cincinnati morning newspapers.

# CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

# ng Radius of Cincinnati

There are approximately 141,000 families in the city and suburbs of Cincinnati. Of these, 10,575 families are colored. This leaves a net white population of 130,425 families,—an average of a little more than nine copies of the Times-Star daily for every ten white families within the city circulation area.

With such coverage it is superfluous to argue the question of the quality of the Times-Star circulation. The space buyer need not bother himself to discover in what residential sections, on what streets or in what economic level the readers of the Times-Star are to be found because they are in every section, on every street, in every social stratum and in every house from which advertisers can hope to secure customers.

And for seventeen consecutive years the Times-Star has dominated the Cincinnati field in display advertising as completely as in circulation.

# TIMES-STAR

*Member of Audit Bureau of Circulations*

# *Thank You, Mr. Moffit*

"We are using the same magazines that we used last year with the addition of 'Better Homes and Gardens,' and by keeping a pretty careful record of the sections from which we receive our inquiries and the magazines mentioned in some of them we find that your publication has a tremendous pulling power with the public that is interested in building or improving their property."

*—from letter of*

S. P. MOFFIT, *Sales Manager*  
*American Insulation Company*

## Better Homes and Gardens

E. T. MEREDITH, *Publisher, Des Moines, Iowa*  
**550,000 NET PAID GUARANTEED**

# Newspaper Publishers Get a Report on "Advertising"

A Chance for Advertisers to Learn What Publishers Are Told by Their Co-operative Advertising Bureau

THE annual three-day convention of the American Newspaper Publishers Association started in New York yesterday. This convention, as has been the custom for many years, takes place at the Waldorf-Astoria.

The presentation of the annual report of the association's Bureau of Advertising marked the opening day of the convention. This Bureau, which is under William A. Thomson, director, and Thomas H. Moore, associate director, has been in existence for the last twelve years. It maintains offices at New York, Chicago and San Francisco. It is financed by members of the American Newspaper Publishers Association, as an organization separate and apart from that association. Its function is to give advice and information concerning all phases of newspaper advertising ranging from market data to copy preparation.

The annual report, presented yesterday, not only relates how the Bureau has discharged that function, but also sets forth information it has gathered on obstacles that block the progress of the development of newspaper advertising.

On the subject of giving specific help and advice to national advertisers the report indicates that the Bureau has more vigorously than ever pursued a policy of taking its facilities to the advertiser and advertising agent. Incidentally, it might be mentioned that the information that Life Savers, Inc., of Portchester, N. Y., recently made an appropriation of \$500,000 for space in newspapers in more than 300 cities was given in this connection in this report.

In recounting the work of the Bureau in making information generally available to advertisers

and advertising agencies, the report calls attention to the following work:

(1) Estimates of expenditures for newspaper advertising made by national advertisers in 1923 and in 1924. Reports on these estimates appeared in *PRINTERS' INK* of November 6, 1924, page 155, and of March 12, 1925, page 109.

(2) The publication of booklets giving advice and information.

During the last year, the Bureau has issued three reports on studies it has made of newspaper advertising. One of these was: "Public Utilities and Advertising," which was produced by the Bureau in co-operation with advertisers in the public utility field. Its purpose is to show public utility companies how to advertise. The two other publications were headed: "Good Ground" and "Space Rates and Circulation."

The Bureau also indicates that it undertakes the task of making marketing surveys for manufactured commodities in a paragraph which reports the fact that it made a survey of the fountain pen market.

In telling newspaper publishers how they are blocking the development of newspaper advertising to their own financial disadvantage, this report talks "turkey" on the press-agent question. It tells how an advertiser was dissuaded from using newspaper space to the amount of \$300,000 when he was advised that the payment of a fee of \$2,000 could get him all the space he needed in newspapers through press agency.

Another obstacle to the development of national newspaper copy set forth is the so-called "dealer tie-in" copy which, the report says, newspapers are constantly urged to sell to retailers. "Experience," the report remarks,

"proves this system to be unsound and uneconomic from every standpoint, even that of the advertiser who hopes to make it effective and reports received by the Bureau indicate that the majority of the newspapers decline to participate in it."

The cost of the work of the Bureau during the year amounted to \$83,976.43. Its income for the year was \$89,125.88. Its membership at the close of its fiscal year was 363 newspapers.

### Albert Frank Agency Honors J. H. Schwarting

John Henry Schwarting, who has completed fifty years of service with Albert Frank & Company, Inc., New York advertising agency, was the guest of honor at a dinner which was held at the Advertising Club of New York to celebrate the event. Frank J. Reynolds, president, was toastmaster at the dinner, which was attended by 102 executives and members of the staff. Harry Rascovar, vice-president and treasurer, and Mark Ash, secretary, told of the work which Mr. Schwarting had accomplished during his half-century of work in the advertising business. Mr. Ash announced that Mr. and Mrs. Schwarting would soon leave on a trip to Europe as the guests of the company.

Mr. Schwarting has two sons who have also been with the Albert Frank agency for some time. They are John Henry Schwarting, Jr., who is a vice-president and William Schwarting.

### National Campaign for Iodent Tooth Paste

The Iodent Chemical Company, Detroit, manufacturer of Iodent tooth paste, is starting an advertising campaign in national magazines on its product, and has contracted for a nationwide car card campaign of five years' duration. The product has been on the market for the last five years but the advertising of it has been confined to local campaigns in the various cities in which it is marketed. The advertising account is directed by George Harrison Phelps, Inc., Detroit advertising agency.

### "Harper's Bazar" Appoints Western Manager

Eugene B. Peirce has been appointed Western manager of *Harper's Bazar*, New York. His headquarters will be at Chicago. Mr. Peirce formerly was with the Chicago office of the *People's Home Journal*, covering Chicago and Pacific Coast territory.

*Lloyd's Magazine*, a literary monthly magazine published by Lloyd's Inc., of San Antonio, Tex., will shortly move its business and editorial offices to Dallas.

### E. M. Swasey Now Vice-President "The American Weekly"

E. M. Swasey, who has been publisher of the *New York American* and *Sunday American*, has become vice-president of *The American Weekly*, New York. Previous to becoming associated with the Hearst organization about six years ago, he was Pacific Coast manager for Barron Collier, later becoming director of advertising of the Street Railways Advertising Company, with headquarters in New York.

In 1919 he joined the Hearst organization in charge of advertising of the *Los Angeles Examiner*, of which he was publisher. About three years ago Mr. Hearst appointed him publisher of the *New York American*. Mr. Swasey is a member of the executive council of the Hearst Corporation.

### Campaign for Chelmsford Ginger Ale Planned

The Chelmsford Company, Boston, plans to conduct an advertising campaign on its Chelmsford ginger ale. H. M. Cubberley, manager of the company, informs PRINTERS' INK that it expects to use three Boston newspapers and about twelve other newspapers in New England, including Hartford, Bridgeport, New Haven and Worcester. "Our advertising campaign," he said, "comprises about 15,000 lines in the above mentioned newspapers, a half-showing of 24-sheet posters in the States of Massachusetts, New Hampshire and Connecticut, the use of painted bulletins in these States and car cards in Greater Boston."

Griffin, Johnson & Mann, Inc., New York advertising agency, have been appointed advertising counsel.

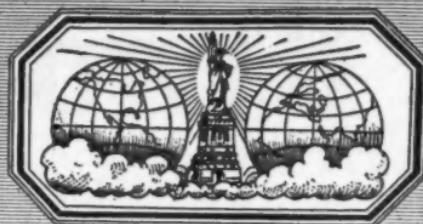
### Helen Smith Joins Mercer Transfer & Storage Company

Helen Smith, who for some time was executive secretary of the L. T. Crutcher Company, Kansas City warehouse, has been appointed treasurer and assistant to the president of the Mercer Transfer & Storage Company, Burlington, Iowa. While with the Crutcher company Miss Smith directed its advertising and promotion work. She will direct the advertising and promotion work of the Mercer company.

### Sackheim & Scherman Appoint Art Director

Lewis Falk Cohen has joined the staff of Sackheim & Scherman, New York advertising agency, as art director. He was formerly with Hanff-Metzger, Inc., advertising agency, also of New York. More recently Mr. Cohen has been engaged in free lance work.

Ray Miller, formerly with the Meisinger Studios, Inc., Detroit, has joined the sales staff of the Franklin Service Corporation of the same city.



# First Among All Newspapers!

**A**CCORDING to figures printed by the *Editor and Publisher*, THE WORLD printed during 1924 more advertisements than any other newspaper in the United States.

## Number of Separate Advertisements During Year 1924

The World . . . . .	1,801,039
Los Angeles Times . . . . .	1,767,111
Los Angeles Examiner . . . . .	1,595,830
Chicago Tribune . . . . .	1,385,568
Detroit News . . . . .	1,357,857
New York Times . . . . .	983,587
Cleveland Plain Dealer . . . . .	959,232
San Francisco Examiner . . . . .	940,572
Brooklyn Eagle . . . . .	937,754
Baltimore Sun . . . . .	900,881
St. Louis Post Dispatch . . . . .	888,696
Boston Globe . . . . .	534,142
St. Louis Globe Dem. . . . .	484,906

With nearly double the number of advertisements credited to its nearest Eastern competitor, it would seem that THE WORLD renders a definite service unapproached in its field.



MALLERS BUILDING  
CHICAGO

SECURITIES BUILDING  
SEATTLE

PULITZER BUILDING  
NEW YORK

CHANCERY BUILDING  
SAN FRANCISCO

GENERAL MOTORS BUILDING  
DETROIT

TITLE INSURANCE BUILDING  
LOS ANGELES

Apr. 23, 1925

## Why Origin of Prison-Made Goods Is Kept a Secret

THE TYLER KEELER WADSWORTH MERCANTILE CO.

LONGMONT, COLO., MARCH 27, 1925

*Editor of PRINTERS' INK:*

Would you kindly supply us with a list of the most prominent brands under which prison-made goods are marketed. We are daily being offered these goods and would appreciate being able to recognize them when presented.

THE TYLER KEELER WADSWORTH MERCANTILE CO.

H. F. KEELER, JR.

IT would be possible to compile a list of the concerns that use prison labor in the manufacture of their products. A list of the brands under which prison-made goods are marketed is quite another matter, however. As was brought out in the two PRINTERS' INK articles: "How Manufacturers Can Compete With Prison-Made Goods," which appeared in the issues of February 12 and February 26, 1925, manufacturers who employ prison labor are not openly flaunting the origin of their goods. The fact that they are prison-made is disguised as much as possible. One of the possible cures for the evil of prison competition suggested in our articles, is that all merchandise of penitentiary origin be so labeled.

The difficulty under present conditions of being able to identify goods made by prisoners is well explained in a statement which we have secured from A. F. Allison, secretary of the International Association of Garment Manufacturers. He says:

"After long and careful study of the situation I have found that it is impracticable to attempt to list prison-made brands. This is true because of the fact that with very few, if any, exceptions, goods made in prison for contractors are sold in the same line with merchandise made by the same firm in outside plants.

"It is also true that the bulk of prison production is sold to and through the jobbing trade and thus before it reaches the retailer

it is all dressed up under private label, thus causing uncertainty as to whether or not any particular item or shipment is from prison sources or free plants.

"The only answer to this problem that I have seen worked out in a practical way is the stand taken by a certain chain-store buying organization which positively refuses to purchase any merchandise from any firm, part of whose production is admittedly made in prison. These chain-store buyers take the position that if any part of a manufacturer's output is prison-made, the benefit resulting from State subsidy and consequent low labor cost on part of the product naturally reduces average costs of the entire line.

"Furthermore, these buyers feel that they cannot trust a firm engaged in exploitation of prison labor to ship them only the product made under fair manufacturing conditions in an outside plant. They feel the temptation to ship part or all prison-made products on an order is too great to be constantly resisted.

"No retail buyer, however, need be long in the dark if he really is desirous of knowing positively the source of the goods he may purchase, whether from a jobber or manufacturer. Purchase orders are not so easily secured that any seller will refuse to certify as to his product if the buyer makes this one of the specifications on his order."—[Ed. PRINTERS' INK.]

### Gain in Babcock & Wilcox Profits

A report of The Babcock & Wilcox Company, New York, heating apparatus, shows a net profit of \$3,460,067 after depreciation and Federal taxes, for the year ended December 31, 1924. This compares with \$2,589,809 in 1923 and is an increase of \$810,258.

### Michigan Fox Breeders Appoint J. W. Beckman

James W. Beckman has been appointed secretary-treasurer of the Michigan Fox Breeders Association, Detroit, Pontiac Strain furs. He was formerly with the Michigan Stove Company and the Allman Advertising Agency, Detroit.

# Growth

— in circulation  
— in advertising

For the fifth consecutive time The Times-Picayune showed a gain in both daily and Sunday circulation in its April 1 semi-annual statement to the United States Post Office Department. . . . No other New Orleans paper has shown such steady and consistent growth.

The Times-Picayune's circulation figures represent 28% excess daily and 22% excess Sunday over the figures published by the second paper, and 54% excess daily and 37% excess Sunday over the figures published by the third paper.

What is more important, The Times-Picayune's circulation figures are regularly substantiated by the audits of the Audit Bureau of Circulations.

\* \* \* \* \*

The Times-Picayune printed 3,970,424 lines of paid advertising during the first quarter of 1924—a gain of 175,969 lines over the same period last year.

All the three major divisions of advertising—local display, national and classified—shared in this increase, which was markedly greater than that shown by any other New Orleans newspaper.

During this three months' period The Times-Picayune printed 55% more paid advertising than the second paper, seven issues a week against seven, and 84% more paid advertising than the third paper, seven issues a week against seven. It printed more paid advertising than an evening-morning-Sunday combination, seven issues a week against thirteen, despite the fact that a large proportion of the combination's lineage was sold on a basis of insertion in both evening and morning issues for the price of one. It maintained its undisputed leadership not only in all three main divisions of advertising, but in the great majority of standard classifications, whether the advertising appeal was directed to women buyers, to men buyers or to men and women alike.

\* \* \* \* \*

Only outstanding, steadfast merit can account for the overwhelming preference shown for The Times-Picayune month after month, year in and year out, by newspaper readers and newspaper advertisers.

## The Times-Picayune

FIRST FOR THE SOUTH

Apr. 23, 1925

here's advertising



The Plain Dealer  
has the BUYERS

# The Cleveland Plain Dealer

*in Cleveland and Northern Ohio—Oriental*

J. B. WOODWARD.  
110 E. 42nd St.  
New York

WOODWARD & KIDWELL  
350 N. Mich. Ave., Chicago  
Times Building  
Fine Arts Bldg., Los Angeles

BIDWELL  
Times Building  
Fine Arts Bldg., Los Angeles

# acceptance!

Of 1895 national advertisers using Cleveland newspapers, 965 use  
The Plain Dealer  
*exclusively!*

The Cleveland Plain Dealer maintains overwhelming leadership in national advertising among Cleveland newspapers. National advertisers are able students of markets and mediums. They know how best to not only *reach* the buyers but to *sell* them. Investigation, research, surveys, *results* all are contributing factors in determining the medium.

1586 advertisers out of a total of 1895 using *all* Cleveland newspapers use The Plain Dealer. Over 50% of the 1895 have established the fact that this newspaper *alone* does the job in Cleveland and Northern Ohio.

—and results confirm their good judgment.

# Plain Dealer

*Medium ALONE ~ One Cost Will sell it*

R. J. BIDWELL CO.  
Ave., C.  
Times Building  
Los Angeles  
Bldg., De

R. J. BIDWELL CO.  
742 Market Street  
San Francisco, Cal.

Apr. 23, 1925

# First in Radio



**SINCE April, 1924, The Los Angeles Examiner has carried 36,000 lines MORE Radio Advertising than THREE Los Angeles newspapers combined, and 43,294 lines more than the NEXT nearest paper. Predominantly, it is the choice of fans and advertisers in Southern California.**

Write us on your letterhead re the big selling possibilities in So. California and how we can help you.

*The Los Angeles Examiner's Merchandising Service Department also functions 100% for radio advertisers.*

165,000 Daily

380,000 Sunday

## Los Angeles Examiner

BROADWAY AND ELEVENTH, LOS ANGELES

T. C. HOFFMEYER  
Pacific Coast Representative  
571 Monadnock Bldg.  
Telephone Garfield 3858  
San Francisco

W. W. CHEW  
Eastern Representative  
1819 Broadway  
Telephone Columbus 8342  
New York City

WM. H. WILSON  
Western Representative  
915 Hearst Bldg.  
Telephone Main 5000  
Chicago

# Testing the New Product's Sales Appeal

How Westinghouse Learned from the Public in a Try-out Market

THE manufacturer who is adding a totally new idea to his old established product, an idea so new that it changes entirely the method of action of the product, is apt to be cautious in putting it out for general sale. There are many ways of trying out a new product. The manufacturer may put considerable pressure behind his trial campaign or he may make no extra effort. He may pick a trial territory on inspiration, hunch, population or upon a careful analysis of a number of related facts. He seeks, not so much a great volume of immediate sales, as a laboratory demonstration to get a fair average of results which will justify him either in going ahead with his new idea or modifying it. In many try-out campaigns either one of two mistakes are common—the market picked may be too good or too bad.

When the Westinghouse Electric & Manufacturing Company decided that its new iron was ready for the market and wanted to try it out, the company's main object was to get as close to the final users' problems in some one typical locality as possible, before broadcasting its new selling feature. The new feature was the addition to the iron of the Spencer Thermostatic disc, the result of careful observation on the part of a night furnace man in a Maine lumber camp of the peculiar snapping action of the furnace door as it grew hot and cooled off again. The Westinghouse engineers managed to adapt the idea to the problem of heat control on its electric irons. An iron in which this disc is used, will heat to a certain set temperature, and then with an audible click the current is automatically shut off. The iron then starts to cool but before it drops to a temperature too cool for use, the current is again clicked on.

This process is repeated indefinitely.

Under the old methods, a company like Westinghouse would probably have made all possible laboratory tests, sent irons into the homes of its engineers, there to be tested under home use, sent around samples to its offices, and then come out with a general "here it is" announcement.

With this new product, however, the company felt it was essential to come as close to a cross-section of the public as possible, to get the plain folks' attitude on the iron and all the selling information it could gather. For this purpose it wanted a medium-size city with both urban and suburban population, with a territory well equipped with electricity. It considered, in picking the try-out market, certain other contributing factors, based upon careful analysis, such as the standing and ability of jobbers and dealers, and eliminated all cities too far away from headquarters to be watched closely.

#### ROCHESTER IS SELECTED

By this method, the company decided upon Rochester, N. Y., as a strategic try-out city for its particular requirements. Members of the merchandising department with the new irons, the little discs which jump into the air as demonstrators, and a carefully planned newspaper and direct-mail campaign to retailers, thereupon went to Rochester and talked to the jobber there. A quota of 1,000 irons to be sold in four weeks was mentioned. At this, the jobber expressed doubt. That amount of a new product sounded more like a four months' than a four weeks' quota to him. The newspaper advertising, the demonstration to the jobber and the newsy dealer-helps finally induced the jobber to agree that the quota was not too high to shoot

in your  
the big  
ilities in  
ia and  
help you.  
nt also

day

SON  
representative  
Bldg.  
in 5000'

at. The little thermostatic disc which jumped when laid on a cool surface was also an inducement. The advertising started, the jobber's salesmen, with the aid of Westinghouse men, placed the goods with over 90 per cent of the logical retailers, his customers bought and word-of-mouth advertising did the rest.

The company reports that 1,250 irons were sold in the four weeks'

what feature about it most impressed the buyer—the bevelled base, the large ironing surface, the balance, or the new attachment which clicked. For this information the company agreed to send a convenience attachment in the form of a side rest for the iron.

After this intensive test in the try-out market, the company practically shut up shop on the iron for a year. It wanted to wait until the iron got into the consumers' homes, there to be tested under home conditions by all sorts of people. After a few months representatives went back to the original try-out territory and called at the buyers' homes, especially those who had sent in cards to the factory. The cards and letters had proved that the click impressed the people more than any other feature. Therefore, the automatic iron with the long name of Spencer Thermostatic control attached to it became the "Click Iron." The public named it.

The men who went around to the consumers' homes also discovered just where the purchasers had bought the iron, what they had said to their friends about it, and

what suggestions they had on how it could be sold. The result of this try-out and a later careful check-up, was an ingenious sales plan based upon "over the back fence" conversations between friends and neighbors. The men who went back to the try-out territory found that the iron had become a real subject of conversation among neighbors. The selling plan, which has been varied slightly as other cities, such as New York, Buffalo, Syracuse, Cleveland, Pittsburgh, Chicago, Philadelphia and Atlanta were added to the original try-out market.

Large sheets are given to each

## An Electrical Sensation Click!

25000 Would Tell You

The 25,000 women users of the new Westinghouse "Click" Iron would tell you to get one of your own right away.

It's a new kind of iron! You can attach the cord and forget it. Hour after hour, day after day, it will keep itself at perfect ironing temperature.

Never too hot, never too cold! Ironing-day without a worry. Let's go get one of the new Westinghouse Irons now—or telephone a nearby dealer. He'll deliver it.

### The New Westinghouse Click! Iron

Just like that sensational Westinghouse Iron is the Westinghouse Sensation—all but the AUTOMATIC feature. Large ironing surface, comfortable handles, easy grip, perfect balance and the famous stressrelieve lever—all are real features to be found in both Westinghouse Irons.

Write today for the Westinghouse Sales Service Agent who can give you full information about the Westinghouse Click Iron.



THIS COPY WAS SUGGESTED BY "OVER THE BACK FENCE" CONVERSATIONS

try-out, in which more than average pressure was put behind the product. Then the news began to spread to outlying cities and towns in the neighborhood of the try-out market. Repeat orders came in; many sales by retailers were made as a result of recommendations of neighbors. The territory absorbed several thousand additional irons with very little additional effort on the company's part. With the first several hundred irons a card was enclosed, addressed to the factory at Mansfield, Ohio, which asked the customer to fill in blanks inquiring if the iron gave satisfaction, and

DEDUCTING children  
 Illiterates  
 Paupers  
 Criminally Insane and  
 Foreign language readers,  
 There are some  
 60,000,000 possible prospects  
 In the U. S.

One of Every  
 Four  
 Reads The American Weekly!  
 That  
 Ought to interest you!  
 Further information  
 On request!



# The American Weekly

A. J. KOBLER, Mgr.

1834 Broadway, New York

\*  
 THE AMERICAN WEEKLY is distributed with the  
 following Sunday Newspapers:

New York—American	Chicago—Herald and Examiner
Boston—Advertiser	Seattle—Post-Intelligencer
Washington—Herald	San Francisco—Examiner
Atlanta—American	Los Angeles—Examiner
Syracuse—American	Fort Worth—Record
Rochester—American	Baltimore—American
Detroit—Times	San Antonio—Lights
Milwaukee—Sunday Sentinel & Telegram	

"If you want to see the color of their money—use 'color'." A.J.K.

Apr. 23, 1925

dealer, which are numbered serially. The top part of each sheet is a stub kept by dealers, which merely indicates the date and the name and address of the person to whom the iron was sold. Below it is a guarantee with the same serial number. The guarantee is handed to the person who buys the iron. Below the guarantee are three perforated coupons. At the top of each is the statement: "This coupon is worth twenty-five cents." The woman who buys the iron is told that if she will give one of the attached coupons to each of three of her friends who want to buy a Westinghouse automatic iron, the dealer will sell it to them at a price twenty-five cents off the list, which is \$8.75 at retail. A time limit is set on each coupon. Two of the talking points about the automatic iron are placed upon each of these coupons. The original purchaser who is urged to give these coupons to three of her friends, is told that when they are presented at the dealer's store as part payment for an automatic electric iron, she will be presented with a \$1.50 ironing board pad and cover.

Since the coupon and original stub are numbered serially, the retailer can easily check up on the source of each one of the part payment twenty-five cent coupons. The dealer is shown that this method is not a price cut, but that he pays his customers for helping sell the iron. When this endless-chain plan is consummated, the dealer has sold four irons. He sells the first iron at \$8.75 and three others to friends of his original customer at \$8.50 apiece. He would probably have to pay \$1.25 to a salesman for each sale of an iron. Since he is billed at cost for the pad, he makes the sale of four irons at a total sales cost to himself of \$1.50, namely three coupons at twenty-five cents each plus seventy-five cents for the ironing pad which he gives when the coupons are all returned.

In addition to giving the Westinghouse company valuable hints

on operation, a selling plan based upon facts and conversation and a name for the iron, the try-out campaign also produced some valuable copy angles. Women, ironing, are often called away from their job by the telephone, by a ring at the door or by other interruptions in the daily life of a housekeeper. They told how the iron would neither overheat or become too cold for its work. These and similar suggestions made by the actual users have been made the basis for the copy which is now running in newspapers in several cities, and in national publications. Starting on May 3, the copy suggested by users in the try-out campaign will appear in thirteen newspapers in the New York metropolitan district. Advertising to dealers emphasized the fact that the click of the new automatic iron means music for the cash register and has told the dealers in full what happened in Rochester, Buffalo, Cleveland and the other try-out territories. In all its dealer copy, both in publications and direct-mail, the company has emphasized the fact that word-of-mouth advertising—women telling their friends about the new iron over the back fence—has been a tremendous factor in its popularity.

The Westinghouse method of trying out the new product in a restricted market and then waiting a considerable period of time before going back to check up, in this case has had very definite advantages. The public helped name the iron. Talking about it by neighbors suggested the endless chain selling plan, which has worked out excellently. The public also suggested human interest copy angles and improvements in the product itself.

---

#### Kent Cooper Made General Manager, The Associated Press

Kent Cooper has been appointed general manager of the Associated Press by the board of directors. He has been with The Associated Press for the last fifteen years and has been assistant general manager for the last five years. He succeeds Frederick Roy Martin, whose resignation was reported recently.



## Over 10 Millions in Building Permits in 3 Months

Kansas City, in the heart of prosperous agricultural America, is enjoying steady, substantial growth.

Building permits for January, February, March, 1925, totaled \$10,000,240 — almost double those of the same period in 1924.

In Kansas City proper—the area covered in the above figures—148,420 copies of the Journal and Post are circulated each week day, with 79,853 copies on Sunday.

Your advertisement of building materials and equipment will reach an active buying population, ranking fourth in per capita bank deposits in the United States, through the

# Kansas City Journal-Post

**VERREE & CONKLIN**

New York

Chicago

Kansas City

Detroit

San Francisco



# Mrs. Westwood...

*and her \$35,000 breakfast*

I. A. KLEIN  
New York  
Chicago

R. J. BIDWELL CO.  
San Francisco  
Los Angeles

**THE CINCINNATI**  
*"Goes to the home,*

EVERY morning at the breakfast table Mrs. Westwood makes up her day's shopping list. Before evening this list has been turned into bundles and bills that total, on an average, \$35,000.

With whom does Mrs. Westwood spend this money—and where does she get her shopping information? If you could look into her home at breakfast time perhaps you'd know the answer. For there on the table, as much at home as the morning cup of coffee, you'd find *The Daily Enquirer*. The morning news—the shopping news—is a regular part of breakfast.

In fact, few Westwood homes are without this shopping guide. For example, on Cheviot, Daytona and Urwiler Avenues are 63 homes, housing prosperous American families, ready to buy, able to buy. Into this same district go 50 *Daily Enquirers*.

Such coverage, Mr. Advertiser, is typical of the manner in which *The Daily Enquirer* blankets the buying power of the city. Home-delivered, it stays in the home. It is read by the family purchasing agent—the wife and mother—at a time when her mind is free from all interests but the family's needs. And the shopping information she gathers is acted upon, not tomorrow, but *at once!* Aren't these facts worth weighing?



## ENQUIRER *stays in the home"*

### N. B.

This advertisement is one of a series appearing as a full page in *The Enquirer*. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, *The Enquirer's* coverage of the district is shown.



Apr. 23, 1925

Advertising has too  
many Finnegans—the  
advertisers who are  
“off again, on again  
and gone again.”

**McJunkin  
Advertising Company**

*Dominant Idea Advertising*  
**Outdoor • Newspaper • Magazine**  
**5 South Wabash Avenue, Chicago**

# Chicago Conference Starts Postal Revision Move

Twenty-five Organizations Form National Council of Business Mail Users

**R**EPRESENTATIVES of twenty-five business associations met last Friday in the Congress Hotel, Chicago, and built the framework for an organization to be known as the National Council of Business Mail Users. The function of the council will be to work for a reduction of the postal rates which went into effect April 15—and, in fact, to attempt to create a sentiment in business generally looking toward a thorough overhauling of the entire postal system.

The meeting was called under the auspices of the Postal Affairs Committee of the Direct Mail Advertising Association, of which Homer J. Buckley, president of Buckley, Dement & Company of Chicago, is chairman. It was strictly an executive session, admission being gained only by passes signed by Mr. Buckley, who presided.

Mr. Buckley and Richard H. Lee, special counsel for the Direct Mail Advertising Association committee, opened the meeting by giving a résumé of all the developments leading up to the passage of the present bill and outlining the steps that they think should be taken toward securing a revision. The Congressional Postal Commission, which was created by the new law, will begin a series of inquiries in several of the key cities of the country in June or July. It was pointed out that there is great necessity of the commission getting an accurate picture of the consequences of increased postage.

As an outcome of all the discussion, the conference agreed upon the following tentative platform as a basis for its efforts:

First: The restoration of the one-cent postcard.

Second: A one-cent unit charge on third-class postage—that is to say one cent for two ounces, one

cent for one and a half ounces or some other unit.

Third: The elimination of the two-cent service charge on all parcel post mail.

Fourth: A reverse permit arrangement whereby the advertiser can pay for returned mail such as postcards or letters.

Fifth: The continuance of the "free in county" circulation privilege for newspapers, this however to be provided for in the shape of a subsidy. In other words, the cost of circulating newspapers in this way should be charged off by the postoffice department so that it should not be a tax on other classes of mail matter.

Sixth: The continuance of second-class privileges on the same plan for civic and fraternal publications published on a no profit basis, the same subsidy arrangement being made here as in the case of the newspapers.

Seventh: The allocation of Government departmental franks so that the cost of distributing such Government mail matter shall be charged to each department and provided for in its budget—a mere matter of book-keeping that would remove this charge from the Postoffice Department budget.

The above program was advanced by Chairman Buckley as representing the sentiment of the Direct Mail Advertising Association. He submitted it as supplying material out of which the conference could build its platform. It was accepted on that basis. The chairman was instructed to appoint a committee of seven to form an organization and decide definitely on the wording of the program. This committee, which will be appointed at once, will select representatives from each of the organizations attending the Chicago meeting and will endeavor to interest representatives

from other organizations. This larger committee, in fact, will constitute the National Council of Business Mail Users. The object will be to get things going well in advance of the beginning of the series of hearings by the Congressional Postal Commission.

The following organizations were represented at the Chicago meeting:

Advertising Specialty Association; American Photo Engravers' Association; Envelope Manufacturers' Association; Wholesale Paper Association; Paper Manufacturers' Association; Postcard Manufacturers' Association; National Industrial Advertisers' Association; Associated Business Papers, Inc.; Engineering Advertisers' Association; Financial Advertisers' Association; Colotype Printers' Association; United Typothetae of America; Master Printers' Federation; National Association of Agency Companies; Association of National Advertisers; Seed Association; Mail Advertising Service Association; Insurance Advertising Conference; United States Chamber of Commerce; National Lithographers' Association; Office Appliance Manufacturers' Association; Chicago Association of Commerce; National One-Cent Letter Postage Association; National Funeral Directors' Association and Iowa State Retailers.

There were a number of people present from business houses such as Butler Brothers, the National Cloak & Suit Company, and Swift & Company, who are not members of associations. The National Association of Agency Companies mentioned in the above list is an organization of manufacturers selling through agents. It was represented at the meeting by an official of the Real Silk Hosiery Mills, Indianapolis.

Among those addressing the conference were J. R. Hopkins of the National Industrial Advertisers' Association; H. L. Fairfield of the Postal Committee of the United States Chamber of Commerce; J. B. Falls, head of the mailing department of Swift & Company; Col. E. T. Miller of the United Typothetae of America; F. V. Cole of the Penton Publishing Co., Cleveland, and C. A. Tupper of the International Trade Press, Chicago.

Mr. Cole and Mr. Tupper declared the business press is vitally interested in securing a reduction

in postal rates because the present rates are going to operate in the direction of cutting down direct-mail follow up for advertisements appearing in their publications. This, they declared, would make the advertising less efficient.

The various addresses before the conference, epitomized, were to the effect that if the present postal rates were permitted to work out to their logical conclusion, printers, engravers, envelope and paper manufacturers—everybody in fact having to do with the production of advertising matter—would suffer.

### J. N. McDonald Heads Technical Publicity Association

J. N. McDonald, of the Anaconda Copper Mining Company, New York, was elected president of the Technical Publicity Association, Inc., at its annual "ladies night" dinner and dance which was held at the Hotel Martinique, New York, on April 16. He had been first vice-president.

Allan Brown, The Bakelite Corporation, was elected first vice-president; Hoyt Catlin, Bryant Electric Company, second vice-president, and W. C. Cash, Ingersoll-Rand Company, secretary-treasurer.

W. A. Wolff, Western Electric Company, and P. C. Gunion, Hyatt Roller Bearing Company, were elected members of the executive committee to represent active members of the association. Associate members will be represented by Grant Armor, *The Electric Journal*, and C. E. Haring, Barton, Durstine & Osborn, Inc.

The twentieth anniversary of the Technical Publicity Association was celebrated at this meeting. A number of past presidents of the association made short speeches. These included Philip Kobbe, C. S. Redfield, O. C. Harn, Harry W. Tinper, F. R. Davis, Elliot Reid, H. J. Downes and P. C. Gunion. H. H. Kress and J. C. McQuiston, charter members, were also called upon for brief talks.

### Has Wool "O" Rug Account

The Philadelphia Rug Mills, Inc., manufacturer of Wool "O" rugs, has placed its advertising account with the Robert H. Dipny Advertising Agency, Philadelphia. Magazines, newspapers, business papers, and direct mail will be used in a campaign on Wool "O" rugs.

### S. J. Gally with Hare & Steiniger

S. J. Gally, formerly with the Jacobs Brothers Company, Brooklyn, N. Y., manufacturer of Detecto scales, has joined Hare & Steiniger, New York advertising counselors, as advertising and service manager.

present  
in the  
direct-  
ments  
cations.  
d make  
nt.

before  
d, were  
present  
tiated to  
conclu-  
envelope  
—every-  
with the  
matter

s Tech-  
ation  
Anaconda  
New York,  
Technical  
t its an-  
nd dance  
l Martin.  
He had

Corpora-  
president;  
Company.  
C. Cash.  
secretary

tric Com-  
att Roller  
ated mem-  
ee to re-  
the associa-  
ll be re-  
e Electric  
, Barton,

y of the  
ation was  
number of  
tion made  
ed Philip  
C. Harn-  
vis, Elliot  
C. Gunion.  
McQuiston.  
alled upon

Account  
Hills, Inc.  
rugs, has  
t with the  
g Agency,  
newspapers,  
ail will be  
"O" rugs

are &

the Jacobs  
n, N. Y.  
sales, has  
New York  
advertising



**You Cannot Properly  
Merchandise in or....  
Advertise to this Area**

*Unless You Use*

**The Item-Tribune**

#### RATES

Weekdays	15c a line
Sundays	18c a line

JAMES M. THOMSON

Publisher

A. G. NEWMAYER

Associate Publisher

National Advertising Representatives  
JOHN BUDD COMPANY

New York

Chicago

St. Louis

Atlanta

Los Angeles

San Francisco

Seattle

# Good-Humoring Prospects into Inquirers

How Bill Brown Is Using Humorous, Common-Sense Copy to Get Inquiries for Advertising Booklet

UP at Garrison, N. Y., just across the Hudson from West Point, Bill Brown has a physical training farm. His farm, like any other farm, has its peaks and valleys—not the peaks and valleys that nature put there, but those that the statistician draws on his graphs.

Take the holiday season, for example. Bill Brown never needs to worry about having a houseful of guests over Christmas. Then there are weeks during the summer when the number of guests falls away, as prospects seek their usual vacation places to condition themselves in their own sweet way rather than putting themselves under the care of a competent trainer.

In the past, Bill Brown has depended a great deal on word-of-mouth advertising. He has been able to do a good business on that basis. But still there were the valleys between the peaks. Finally he decided to advertise these valleys out of existence if possible.

He felt that he had a big story to tell and that he couldn't tell it within the limits of a single advertisement. He had no desire to

scare his prospects into a state of *dementia praecox* nor did he wish to appeal to their pride. He wanted to get at their common sense first of all, and next thereafter at their business judgments.

His first step was a booklet in which he took twenty-nine pages to describe his farm and the course that every guest follows from the setting up exercises and the glass of warm water in the morning until "taps" at night. This was a common-sense, business judgment book. Next came the problem of getting this book into the hands of prospects.

There were several kinds of advertising at his disposal. For instance, there was scare copy. Show the prospect what happens to the over-fed gentleman when he gets pneumonia or a touch of nerves. Show the puny individual that he is slowly killing himself on the treadmill of business.

Then there was "ambition" copy. "Be like Samson and Hercules." "Lift hundred-pound weights with your little finger." "Astound your friends with your youthful manliness and vigor."

There were other types of copy, equally familiar to the run-down



## That Abdomen of Yours

If it bulges it should be called the waste line, for waste is what it represents; waste of years of your life; waste of energy needed in your business or profession. Ninety-nine times out of a hundred a bulging waist line on a man is an index of poor condition. The question is how to get rid of it.

Bill Brown's Physical Training Farm is a place where men regain their old time vigor and youthful appearance through the common sense methods by which the trainers of athletes enable their charges to win contests.

If you need a vacation determine to take it where you will correct the conditions that made the vacation necessary. Send for Bill Brown's booklet—"Condition" or telephone Garrison 34 or 61.

**BILL  
BROWN'S  
FARM**  
FOR PHYSICAL TRAINING  
GARRISON • NEW YORK

NOTHING HERE TO AROUSE ANIMOSITY ALTHOUGH THE SUBJECT IS A TOUCHY ONE

# Put the dealer in the picture

A LINE must offer an exceptionally long profit per sale or a high rate of turnover, if a dealer is to push it actively.

Rapid turnover demands intensive co-operation on the part of the manufacturer. It means bringing customers right into the dealer's store, and standing beside him, metaphorically speaking, while he makes the sale.

Planned Direct Advertising alone can do this economically. It draws the dealer into the foreground of the merchandising picture, making his store a real outlet, rather than a warehouse.

*Many firms are suffering from too much distribution and too little sales. Such firms will be interested in our type of service. A call implies no obligation.*

*CHARLES FRANCIS PRESS*

*Planned Direct Advertising  
to Dealer and Consumer*

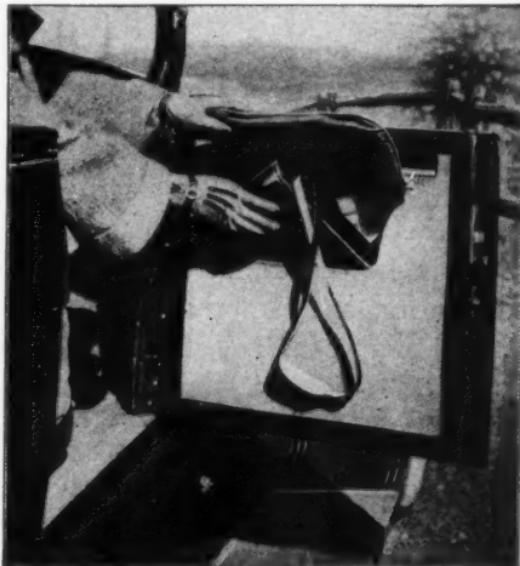
461 EIGHTH AVENUE  
NEW YORK

Apr. 23, 1925

---

# Everywhere

---



*Picture Ahead,  
Kodak as you go*

*Autographic Kodaks \$6.50 up*

*Eastman Kodak Company, Rochester, N.Y., The Kodak City*

*\$3400 a Page*

# All-Fiction Field

*Read By Everybody—Everywhere*

---

# Everybody

---

THE Eastman Kodak Company advertises to both the classes and the masses. Everyone likes to take pictures everywhere. Kodaks may be bought at prices to suit every purse. Some cost as little as \$6.50, others up to \$100.

What more logical advertising medium than the All-Fiction Field could be found for Kodaks? All-Fiction magazines—like Kodaks—appeal to young and old, rich and poor, men, women and children.

The Eastman Kodak Company has been a consistent advertiser in the ALL-FICTION FIELD for a period of years.

*2,575,000 Circulation*

**All-Fiction Field**

*Magazines of Clean Fiction*

business man who is casting about for something that will bring back the snap in his muscles, iron out the tired feeling in his back and smooth off the rough edges of his nerves.

Bill Brown finally decided to use an unusual type of physical culture copy—copy that laughed with and at the prospect, and while it was laughing sunk in a little sales message of renewed health and physical fitness.

One newspaper advertisement is headed by the word, "Condition," and a cartoon of a man looking nastily at his wife. The copy begins :

Do you snarl at your wife when she suggests going to a dance, or out to dinner or a theatre in the evening?

If you do it does not necessarily mean that you are naturally an evil disposed person. More than likely you are out of condition. Irritability is frequently a compound of fatigue, insomnia and nerve strain.

Bill Brown can transform a chronic grouch into a pleasant companion.

Or take this copy from a magazine advertisement which pulled about forty replies in the first week after it was issued. It is headed by a cartoon of an exceedingly slender, in fact, very skinny man in a bathing suit. It reads, in part :

How do you look in a bathing suit?  
(for men only)

Do bathing suit manufacturers annoy you when you go swimming by trying to get you to sign a contract agreeing to pose exclusively in their bathing suits? Now, now, ladies! This does not concern you. As we were asking, do they dog your flat-foot steps on the beach and implore you—well, never mind. We thought not.

But at least any free born American has a right to appear in a bathing suit without being laughed at as if he were Ed Wynn or the President of Germany. If you want to exercise that right this is your opportunity to put yourself in shape.

The copy continues with a short sales talk on Bill Brown's farm. It ends with a paragraph urging the prospect to write for the booklet. Magazine copy carries a coupon.

You will note that the method used in planning these advertisements is to create interest with a whimsical cartoon and a few

words of humorous copy. Then comes the serious story, and the mention of the booklet.

So far the response has been quite satisfactory, especially when it is taken into consideration that a physical training farm appeals to an unusual type of prospect and that the unit of sale, so to speak, is large. One interesting fact is that the campaign has succeeded in arousing the interest of a number of men who have already been guests at Bill Brown's farm, thus in a sense reselling them.

The campaign is interesting to advertisers in other fields because it shows how an advertiser can get off the beaten track and by using a mixture of humor and common sense create a new interest in his product—in this case, physical training. If all physical training copy were written on this slant, Bill Brown probably wouldn't use the slant for his advertising. He is selling an unusual proposition and he wants to sell it in an unusual way. In a manner of speaking that is the thing that every other advertiser should be trying to do.

### Washing of Wrigley Clock Made Copy Theme

While the great Wrigley Clock in the tower of the Wrigley Building, Chicago, was being washed recently, Wm. Wrigley, Jr. & Company used space in local newspapers to call attention to the fact. The advertisement was illustrated with a reproduction of the Wrigley tower and also a picture of the face of the clock, with the two large hands pointed straight down. A man was shown washing the clock's face from a scaffold which is suspended from the top. The familiar Wrigley Spearmint figure was standing on the rim of the clock, pointing down at the worker.

The copy reads: "I am having my face and hands washed. It will take some time. My hands are 13½ feet long; I move them a foot every minute. The building washers refuse to do their work while I am running for fear of being knocked off the scaffold. As soon as the work is done I will be on the job again."

### P. J. Herold Leaves Albert Frank

Paul J. Herold, account executive with the Boston office of Albert Frank & Company, Inc., advertising agency, has joined Hale Waters & Company, Boston, investment securities.

1925

hen  
the

been  
hen  
that  
eals  
and  
peak,  
t is  
ded  
sum-  
been  
thus

g to  
ause  
can  
by  
and  
in-  
case,  
sical  
this  
ably  
ad-  
un-  
ts to  
In a  
the  
tiser

ock

on the  
Chicago,  
Wm.  
ce in  
o the  
erated  
rigley  
ce of  
hands  
was  
from  
n the  
print  
f the  
er.

g my  
take  
long;  
The  
their  
ar of  
soon  
e job

with  
nk &  
, has  
Bos-





## Locate your worth while market

Consider two families living side by side on the same street—the Joneses and the Browns.

The two homes are not strikingly different. The Joneses' is a little better built and a little better kept up. The

grocer's car, the milk wagon and the postman stop a little oftener at the Joneses than at the Browns. The Joneses' home is better furnished. There are more of the luxuries which have become necessities—a phonograph, a radio, a car. You will find, if you look up the tax records, that the Joneses own their home, while the Browns rent theirs.

It is difficult to learn such facts. Even if you could look inside these two homes, you would not be conscious of the really striking difference between them. That difference is one of state of mind.

But one sure method of discriminating is the telephone wire running to the Jones house and not to the Brown house.

The telephone is the symbol of the difference. It does not make the difference. It simply means that when the Jones family had risen to where life was sufficiently full of contacts and

the  
he  
es'  
ore  
ne-  
ar.  
ax  
eir  
rs.  
ts.  
se  
n-  
ce  
ne  
  
i-  
ng  
ne  
  
ne  
r-  
ne  
fe  
ad

interests and needs and wants to make the telephone a labor-saving device in the business of living, the telephone was installed. The Browns do not have a telephone because in their home the receiver would hang on its hook all day long undisturbed.

To think of the market for any article whatsoever in terms of one hundred and ten million people is futile. Advertise to those who understand your message and are responsive to an advertising and selling appeal. The telephone is the surest index of this market. One-third of the country's homes have telephones, and it is conservative to estimate that they buy two-thirds of the advertised commodities sold.

It is a good thing for the national advertiser to aim at—coverage of the 8,500,000 families in the telephone market—and obviously the telephone subscriber circulation of a number of

magazines must be added together to total more than eight and a half million.

Because in the ten years (1915-1924) The Digest has continuously circularized telephone subscribers, it has increased its circulation to more than 1,300,000 copies per week and can make to the advertiser this definite statement:



The home with  
a telephone is the  
best market  
and the best million telephone  
homes are subscribers  
to

# The Literary Digest

to  
on.  
24)  
ar-  
n-  
an  
an  
ite

st

The

Edi  
H  
relat  
We  
meth  
adv  
satir  
ods  
spor

I  
effo  
sales  
wor  
ceiv  
we  
iden  
betw  
turn  
fact  
other  
key  
syst

W  
sle  
and  
co-p  
publ  
quot  
sug

A

seas  
sam  
effic  
pro  
com  
man  
sell  
ced  
the  
by

M  
hav  
troc  
end  
wher  
wher  
for  
Oth  
they  
ma  
oug  
out  
am

ul.  
P  
net  
g

# How Export Letters Are Keyed

These Methods Enable Exporters to Trace the Results Secured from All Mailings

SHERMAN & SHEPPARD  
EXPORT DISTRIBUTORS  
NEW YORK

*Editor of PRINTERS' INK:*

Have you ever published any data relative to keying sales correspondence? We are familiar with the customary methods of keying direct-mail and other advertising, but have not been entirely satisfied with these standardized methods applied to export sales correspondence.

In our organization, our greatest sales efforts are directed through circular sales letters to selected customers over a world-wide market. Out of replies received, either inquiries or orders or both, we are often at a loss to be able to identify returns. Time lapses are long between sending original mails and returns. Racial differences are additional factors of varying effects. These and others are tremendous difficulties in keying for returns. We need some system of surer effect.

We are interested to secure ideas gleaned from the experiences of others and will be deeply appreciative of your co-operation. In the absence of any published data in your files can you quote us references and your personal suggestions?

SHERMAN & SHEPPARD  
R. N. BARRETT,  
*Advertising Manager.*

AMERICAN enterprises seeking profits from sales overseas quite naturally are at the same time seeking to find the most efficient methods of export sales promotion. Eliminating from our consideration the many misguided manufacturers to whom export selling is at best a haphazard procedure, it is interesting to know the wide variety of methods used by the best American exporters.

Many of these veteran exporters have so long since passed their introductory period that they now endeavor to trace results only when new methods are tried or when new sources of export information and service are used. Other veterans, however, because they operate on a comparatively small margin of profit, feel they ought to know definitely, throughout the year, which methods or campaigns are proving most fruitful.

Perhaps the best examples of methods for accurately determining the reason for each new ex-

port inquiry and order, are to be credited to comparative newcomers in the export field who are, however, veterans in the field of domestic merchandising. These enterprises apply common sense to exporting, with excellent results.

A Connecticut manufacturer whose products are used in or known in every American home, affords an excellent illustration. This concern started domestic selling in 1881 and was drawn into export selling during the war years. It began seriously to export in 1921.

It prides itself on determining the source of every export inquiry and order, and also in building its successful budgets squarely upon results obtained from each of its many methods of export selling.

Its export advertising is keyed in each of the several export journals published in this country and circulated abroad. By the use of a different street address and also by a different department number, which changes with each issue, the results of each separate advertisement can be recorded.

Similarly, it keys its advertisements in trade directories circulated abroad, by using its New York office address, again varying the street number and the department number. In following up trade opportunities which appear in the weekly issues of "Commerce Reports" published by the Bureau of Foreign and Domestic Commerce, as well as in following other trade opportunities, it encloses a stamped return envelope (using its collection of foreign stamps for this purpose) and makes doubly sure of its keying of trade opportunities by use of envelope enclosures which entitle the addressee to free samples—the nature of the samples changing with each series of trade opportunities.

An Ohio manufacturer of rubber goods confines its overseas

Apr. 23, 1925

selling largely to mail methods. This company has built a mailing list of over 30,000 dealers, in all parts of the world. This mailing list has been checked from a credit standpoint, and contains only names of importers abroad who are large enough to purchase a minimum shipment of forty cubic feet as an initial order.

This mailing list is subdivided in many ways, so that it is imperative for the company to know which mail effort is responsible for inquiries and for orders. This necessitates a rigidly followed coding of keys, because the profit and loss column of the company's export department depends largely upon its ability to determine exactly which types of appeal and which specific letters are responsible for the greatest percentage of returns.

It issues a house magazine with editions in several languages. In each is contained special order blanks and return envelopes, both of which are keyed to show the edition and the issue of the house magazine. As a further protection, each issue bears the legend, "Address orders to .....," filling in a different room number for each issue of each edition.

This Ohio company believes in introductory assortment offers. By varying the assortment with each new mailing, and giving the assortment a different code number—for example "D-69 Assortment"—it has a positive check.

It makes a point to enclose keyed order blanks with every price list that it issues, and each successive price list bears a number and a request to the importer abroad to use the number in ordering. Also, it has a simple system of checking up on buyers who use the price list but do not mention the issue. This consists of nothing more than changing the letter preceding the catalogue number with each new edition of the price list. For example, Number B-1173 in price list Number 69, becomes C-1173 in price list Number 70.

The final refinement, and the one on which it prides itself, is

the keying of its prospect follow-up cards by symbols which show the source from which the prospect's name was originally secured and the successful efforts to interest the prospect.

When an inquiry or order comes in from overseas without any of the usual identifications previously described, the prospect follow-up card is consulted, and this at once shows each and every sales effort which has been directed to that particular prospect.

#### HERE IS A NOVEL METHOD

A New York manufacturing exporter—a veteran of twenty years' successful selling overseas—has developed a most novel and effective method for determining the source of export inquiries and orders. This enterprise sends eight travelers overseas, all carrying its lines exclusively. In addition, it has branch houses in London, Paris, Buenos Aires, Manila, Shanghai and Sydney. It advertises extensively in local mediums overseas, as well as in export journals published in this country and circulated abroad. It is a great believer in the liberal use of export sales letters.

Consequently, its problem is complicated to a tremendous degree. But it simplifies its problem at the very start by a system of crediting certain inquiries and orders to its traveling sales force or by the sales forces of the branch houses.

The advertising in local mediums overseas is confined to territories in which branch houses are operated. These insertions are tested and checked by advertising simultaneously, but not identical offers, within each territory.

So this company's big problem focuses on the thousands of sales letters sent into territory not covered by their branch houses or by salesmen. This takes in all the lesser marketplaces of the world. Its prospect lists have been most carefully compiled and checked, and represent an investment, including advance credit reports, of over \$1.50 a name. Consequently, it feels that it must



PHYSICAL  
CULTURE'S  
ADVERTISERS

*One of  
a Series*

## Naturally We're a Little Puffed Up, Too!

Rice and wheat have been the world's greatest cereal foods for centuries. But it remained for the Quaker Oats Company to find a way to present these cereals in a new and delicious form.

Puffed rice and puffed wheat are made by placing the grain in sealed cylinders or "guns" which are then revolved in a heat of 550 degrees Fahrenheit.

The heat converts the grain moisture into steam and when the gun is suddenly unsealed the steam explodes the starch granules, puffing the grain to eight times its natural size.

Because Physical Culture readers are so keenly interested in the subject of foods, nearly every issue of the magazine carries the advertising of Quaker Puffed Rice and Puffed Wheat.

# Physical Culture

W. C. W. DURAND, Advertising Director  
1926 Broadway

New York

Apr. 23, 1925

know absolutely which one of its various mail efforts is responsible for arousing the prospect's interest.

To each letter and to each circular is attached a card one and one-half by two inches in size, which is redeemable either for one dollar in samples of the company's household products, or as a credit memorandum of one dollar applying against any purchase. Inasmuch as an initial freight shipment involves at least \$350 worth of merchandise, it can well afford to credit the buyer with one dollar on his first order.

Since this merchandise credit memorandum system was adopted, more than 80 per cent of the inquiries are checked by this one method alone. Taken in connection with the keying of its foreign correspondence, this has enabled the company to trace over 95 per cent of all inquiries and orders from new inquirers and accounts.

The remaining 5 per cent are traced back by a paragraph of inquiry inserted in the reply to overseas correspondents.

While it may be argued that this detailed keying of advertisements, correspondence and house magazines causes unnecessary expense, the obvious answer is that such elaborate methods should be used only when a justifiable reason exists. The average exporter will not find it necessary to key more than special circularizations, offers and advertisements.—[Ed. PRINTERS' INK.]

### Lewis Dewart Apsley Dead

Lewis Dewart Apsley, president and treasurer of the Apaley Rubber Company, since 1885, died at Colon, Canal Zone, recently, at the age of seventy-three. He was a former Congressman, representing the Ninth Massachusetts district.

### Eastman Kodak Profits

The report of the Eastman Kodak Company, Rochester, N. Y., for the year ended December 31, 1924, shows a net profit of \$17,210,815 after depreciation and Federal taxes, against \$18,877,229 in 1923.

### Allied Newspapers, Inc., Appoints Pacific Coast Manager

Allied Newspapers, Inc., publishers' representative, has appointed the Kimball-Mogensen Company, with offices in San Francisco, Los Angeles and Seattle, to the management of its Pacific Coast representation. The interests of Allied Newspapers will be under the direct supervision of M. C. Mogensen, vice-president, whose headquarters are in San Francisco.

Under this arrangement, Kimball Mogensen will represent the entire Allied list in that field. This list of newspapers includes: The Dallas *Dispatch*, Racine *Times-Call* and the following Scripps-Howard newspapers: Pittsburgh *Press*, Cleveland *Press*, Cincinnati *Post*, Birmingham *Post*, San Diego *Sun*, San Francisco *Daily News*, Denver *Express*, Washington *Daily News*, Evansville *Press*, Indianapolis *Times*, Terre Haute *Post*, Lexington *Kentucky Post*, Baltimore *Post*, Albuquerque *State Tribune*, Akron *Times-Press*, Columbus *Citizen*, Toledo *News-Bee*, Youngstown *Telegram*, Oklahoma City *Oklahoma News*, Memphis *Press*, Knoxville *News*, El Paso *Post*, Fort Worth *Press* and Houston *Press*.

### Hearst Executives Meet at Chicago

A meeting of executives of the Hearst newspaper organization, including publishers, advertising managers, display, classified and circulation managers was held at the Furniture Mart, Chicago, on April 16, 17 and 18.

Problems of the organization were discussed at departmental and joint sessions. At a general meeting on April 17 Mr. Hearst spoke on the value of securing active co-operation between all departments and the importance of constant and intelligent promotion. He insisted that his publishers "take their own medicine" and that they buy advertising space as well as sell it.

Arthur Brisbane, who also spoke, dealt largely with reminiscences, but he, too, emphasized the value of promotional work, especially that kind which sells features of the paper to the better class of readers.

### Collis Dried Buttermilk Campaign to Start

An advertising campaign on Collis dried buttermilk, manufactured by the Collis Products Company, Clinton, Iowa, will start soon. Poultry magazines will be used mostly, according to W. T. R. Smith, secretary-treasurer of the company. Farm paper and magazine advertising also will be used. This campaign will be directed by the Mace Advertising Agency, Peoria, Ill.

### Has Union Insurance Account

The Union Insurance Company of Indiana, Indianapolis, Ind., has placed its advertising account with W. S. Akle, advertising, also of that city.

# 4,354,537 Cars

owned in the  
2148 counties  
that have no town  
as big as 5000  
make travel easy to  
city shopping centers.  
These days the farmer  
thinks little of driving  
6 miles—or 60—to  
buy advertised goods.  
32.41 per cent of more than  
800,000 readers of

## *The COUNTRY GENTLEMAN*

live in these counties.

This is another third of *Country Gentleman* circulation . . . . . Every advertising and sales manager who is interested in reaching **more than 800,000 additional Curtis-picked circulation** should read "The Senator from Mississippi," a biography of John Sharp Williams; "Consolidating the Railroads," by Henry C. Hall, Chairman of the Interstate Commerce Commission; and "How the County Manager Plan Would Work," by Herbert Quick—all in the April 25th issue of *The Country Gentleman*.

**THE CURTIS PUBLISHING COMPANY**  
**INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.**

# Profit Strategy

*The Basis of Common-Sense Advertising*



ENDOW advertising with any name you will; Call it "institutional" or "good-will," "publicity" or "straight mail order" . . . and you will not change it.

It is a selling force whose capacity must be rated in terms of profit dollars.

\* \* \*

Thus campaigns must be planned, and expenditures determined, with earning sheets in mind.

Too much pressure tends to cut profits.

Too little oftentimes invites competitive attack . . . or, as tragically, lets opportunity knock, and pass.

\* \* \*

Knowing *when* to strike is all important.

Sensing when *not* to strike is not less so.

Choosing rightly the moment is the height of business strategy. For that is profit strategy . . . the strategy that leads to market mastery, to leadership founded on consistent yearly earnings.

\* \* \*

So there come times in every business when "to go or not to go" presents itself as the question.

Great pressure, at that moment, the straining of all muscles, may result in leadership quickly gained . . . of profits multiplied.

Or—it may be a costly folly.

The futures of men and markets depend upon how the course is mapped.

N  
247

LOS  
724 Sou

Meeting those crises with decisive action, we hold, is an outstanding factor in wise advertising agency service.

No one believes more than we in using advertising to its utmost . . . in pressing every point.

But—not at the risk of profits.

None believes more than we in conservative retrenchment.

But—not at the risk of losing a hard gained market.

\* \* \*

The agent who wins must seek twin objectives for a client: outstanding leadership and consistent profit.

He should be willing to sacrifice neither to the other.

Hence he should fearlessly advocate pressure when good judgment indicates it; passing entrenchment when safety admits it.

But, whichever the course, *the end must justify the means.*

Advertising success should always be measured by dollars earned and markets gained.

\* \* \*

To us that seems but common sense.

And common sense, the application of its principles and policies, holds supreme as the *safe* road to uncommon results in advertising.

*The miracle of advertising is that when applied in a common-sense way, it brings magical results.*



## LORD & THOMAS

NEW YORK  
247 Park Avenue

Advertising

CHICAGO  
400 North Michigan Avenue

LOS ANGELES  
724 South Spring Street

LONDON, ENGLAND  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

# HOUSEHOLD JOURNAL HEADS THE LIST!

Figures furnished by The Advertising Record Co., of Chicago, give the accumulative advertising lineage of the leading publications in the mail order field for the first three months of 1925 as follows—

<b>Household Journal</b>	.....	<b>50,286</b>	lines
<b>Comfort</b>	.....	<b>49,724</b>	lines
<b>Mothers Home Life</b>	.....	<b>44,651</b>	lines
<b>Vickery &amp; Hill</b>	.....	<b>37,161</b>	lines
<b>Gentlewoman</b>	.....	<b>33,551</b>	lines
<b>Every Day Life</b>	.....	<b>32,276</b>	lines

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the Lowest Rate in proportion to circulation of any paper in its class!

# 700,000

CIRCULATION

**\$2.60** an agate line

Beginning with the September, 1925, issue, \$2.75 an agate line.

**\$1450.00** a page

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

# The **HOUSEHOLD JOURNAL**

**IRA E. SEYMOUR, Adv. Mgr.**  
Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers  
Bell Building, 307 Michigan Blvd.  
Central 0937

New York Office

A. H. Greener, Manager  
116 W. 39th St.  
Room 634

# These Ideas Help Get an O. K. on Business Reports

There Are Ways of Preparing a Report That Will Enhance the Possibilities of Securing Favorable Consideration

By R. C. Hay

IS there a single executive in business today who does not, at some time or other, have to put some idea or plan of his into written form, to submit to the board of directors or a superior officer for approval?

How many executives have given thought to the development of a form for their reports that will be most effective? How many have recognized the fact that there are ways of preparing a report that will give the ideas and facts presented the maximum of opportunity to get favorable consideration from the reader?

It is a mistaken idea that plenty of red ink, many underlined headings, a ribbon or two to bind the report, with a heavy cover in color and a neat title label, will all combine to help the report so far along the way that it will be certain to get action. Something more than colored ink and fancy covers are needed to make a good report.

Probably one of the greatest faults with the average business report is that the compiler has failed to preface the report with a concise and brief summary of the conclusions reached in the report. Note the words "concise" and "brief." They would hardly be descriptive of a three-page, single-space summary, with no headings or other matter to break the monotony of the type page. And yet just such a summary was attached to a market survey report recently issued to one of its clients by a well-known advertising agency. This particular summary was so wordy, so detailed, and the type page so monotonous that the reader felt almost as though he were reading the full report, and not the summary.

The summary cannot be written until after the entire report has

been completed. It should give in at most two pages the entire meat of the report, or at least the conclusions reached, with a brief reference to the reasoning back of the conclusions. The report itself may be and should be to a very large degree a statement of fact or a careful working out with supporting data of the argument in the case. It should not attempt to sell so much as it should endeavor to express clearly the facts. But in the summary, the writer has the opportunity to pick out the leading conclusions, highlight them with a few terse statements drawn from the report, and try to lead the reader to an agreement right at the beginning, before the details of the report have ever been read. Then, the details on which doubt may exist in the reader's mind may be studied in the body of the report. Because the reader has had an opportunity to get the main conclusions or recommendations in a forceful way right at the start, he reads this detail with far greater understanding and sympathy for the facts presented than he would if he were forced to go through twenty pages of manuscript to arrive at the conclusions and recommendations.

#### A CASE IN POINT

A very interesting example of this sort of summary was worked out recently by a branch manager for a manufacturer. The service involved certain rental and upkeep fees, as well as a down payment of some size. The usual method of presenting the questions of service fees, and contract relationships was to put the whole matter in the form of a letter. This letter described the service, the fees, and just what the purchaser would be getting for his money, and why

the service was more desirable than another form of service offered by competing manufacturers in the same line of business. The usual length of the letter was about five pages of single space typewritten material.

The suggestion was made to take all this detail and make a regular report of it. Then, attached to the front of this report was a single-page letter, giving the forceful selling arguments for this particular form of contract, and the highlights of the proposition as presented in the report. If the reader wanted to verify some of the comparisons made, or some of the facts presented, it would be a simple matter to refer to the report. The use of this method of summarizing in a letter the substance and conclusion of the report has proved to be so much more effective than the old method that it has become general throughout the company.

Wherever the report is of sufficient length the summary of the report should be followed by an index page containing the list of headings and the page on which the information referred to will be found. If the report is short, it is usually not necessary to put the page numbers on the index, but it is advantageous to give the order of points in the report.

This enables the reader to see at a glance the complete list of headings. It is really an outline of the report and gives a bird's-eye view of the field covered in the succeeding pages.

The actual presentation of the detail data of a report is much improved if proper descriptive headings are inserted to indicate the division of the report into its parts.

A very practical method for dividing a report is to state the major headings in the form of a question. The heading or question is followed by text matter which undertakes to answer the question and clear up the doubt that may exist on each particular point.

As an illustration of this method, it is interesting to note the

headings used in a report recently issued on "The Salesman's Binder." These were as follows:

1. Why does a salesman carry catalogues, discount sheets, etc.?
2. How are our salesmen now carrying catalogues?
3. What specific uses are made of catalogue material?
4. What salesmen are particularly handicapped by the lack of a proper binder for catalogues?
5. Recommendations as to a practical method of carrying catalogues.
6. Who should be supplied with the salesman's binder?
7. How will the salesman's binder be prepared?
8. How will the binder be kept up to date?
9. What will the binder cost?

To the executive not entirely familiar with the current practice of the company's salesmen in carrying catalogues in the field, these questions are the ones which would first come to mind. The report gives an analysis of the problem in the form of these natural questions, and then each question is answered in the detail part of the report.

It has been proved time and again that it is quite profitable to give some study to the problem of type selection and arrangement in the preparation of reports. Poor paragraphing, poor spacing, and careless selection of identifying numbers for chapters, paragraphs and sub-paragraphs, all tend to reduce the effectiveness of a report.

Another method of adding to the effectiveness and interest of reports is to include photographs, maps and charts where such material will help in graphically demonstrating an important point.

An example of this method occurs in the report on "The Salesman's Binder" in which two photographs were included. One photograph taken in the field showed the type of binder in use by the salesmen at the time the report was issued, and another photograph showed the binder recommended in the report. The contrast between the two methods of carrying and maintaining catalogue material was brought out graphically by these photographs, thus adding effectiveness to the

# Regional Rates

YOUR clients having regional rather than national distribution of their products can now cover THE CHRISTIAN SCIENCE MONITOR's circulation in the Eastern, Central or Western States at 30 cents a line, the Monitor's new regional rate for general advertising.

A. B. C. statement of average daily net paid circulation for six months ended March thirty-first, 103,062. Figures for Atlantic, Central or Pacific Edition given on request.

## The Christian Science Monitor

*An International Daily Newspaper*

107 Falmouth Street, Boston, Mass.

### BRANCH ADVERTISING OFFICES

NEW YORK 170 Madison Ave.	CHICAGO 1458 McCormick Bldg.	SAN FRANCISCO 625 Market St.
LONDON 2 Adelphi Terrace	CLEVELAND 1658 Union Trust Bldg.	LOS ANGELES 620 Van Nuys Bldg.
PARIS 56, Faubourg St. Honore	Detroit 455 Book Bldg.	SEATTLE 763 Empire Bldg.
PHILADELPHIA 802 Fox Bldg.	KANSAS CITY 705 Commerce Bldg.	PORTLAND, ORE. 1022 N. W. Bank Bldg.

argument presented in the report. Another illustration of interest was in connection with a report prepared on the market for a household product to be sold to retail grocers. To illustrate the possibilities of a counter display box, as recommended in the report, an illustration was included, showing an enlargement of a photograph of the interior of a grocery store, as taken from a newspaper advertisement, and sketched in color on the counter, all to scale, was the counter display box. This visualization of the possibilities of the display box when placed on the grocer's counter was sufficient to impress the reader very favorably, which obviously was the purpose that the author of the report had in mind in having this sketch made and included in the report.

Almost invariably a business report will be effective to just the extent that it is properly presented, in fact you might say, properly staged. The author of the report usually is not present to argue for his point of view and he must depend upon the written word to convey his thought to the reader of the report.

Any method of increasing the readability and effectiveness of a business report automatically increases the probability of an affirmative agreement. Thought and time given to the improvement of the physical appearance of reports and to a proper arrangement of material in reports will repay the time and effort involved many times over.

### F. M. Turner Heads Knapp Company

F. M. Turner, vice-president, has been elected president of The Knapp Company, New York, manufacturer of color work, art calendars and mailing mediums. He succeeds Nelson B. Hatch, resigned. E. T. Hogan, formerly secretary, has been made vice-president.

### Advanced by Milwaukee Bank

Miss Ruth Pearse has been appointed advertising manager of the First Wisconsin National Bank, Milwaukee, with which she has been associated for the last five years.

### E. M. Alexander, Vice-President, New York "American"

E. M. Alexander, who has been publisher of the New York *Daily Mirror* since William Randolph Hearst started that publication about ten months ago, has been made vice-president of the New York *American* and a member of the executive council of the Hearst Corporation. He will assume full direction of the advertising department of the New York *American* and *Sunday American*.

In 1910 Mr. Alexander entered the publication field as representative of *Cosopolitan*, later becoming advertising manager of *Harper's Basar*, and served several years in the Hearst magazine organization. In 1917 he became associated with the New York *Tribune*, resigning the advertising management of that newspaper in 1919 to become advertising director of the New York *Sun*. Shortly thereafter Mr. Munsey purchased the New York *Herald* and Mr. Alexander became advertising director of both newspapers, serving in that capacity until 1922, when he returned to the Hearst organization as advertising director of the New York *Evening Journal*, later becoming publisher of the *Daily Mirror*.

J. Mora Boyle, who has been advertising director of the *Daily Mirror* since shortly after it started publication, continues with that newspaper in full charge of advertising.

### Business Publishers and Agencies Continue Luncheons

The plan for holding a series of joint luncheons for members of The Associated Business Papers, Inc., and the American Association of Advertising Agencies, has been reported in PRINTERS' INK. The first of this series was held at New York on April 2. Succeeding joint luncheons are to be held as follows:

At Boston on April 28, A. E. Greenleaf of the Boston council of the agency association will be in charge. H. G. Lord will speak for the business publishers.

At Chicago on May 27, L. Northrup, of Erwin, Wasey & Company, will be in charge.

At Cleveland on May 28, W. A. P. John of the Dunlap-Ward Advertising Company, Inc., will be in charge.

All the speakers at these luncheons have not been decided upon as yet. It is expected that Malcolm Muir, representing the business papers, and M. L. Wilson, representing the agency association, will attend all of the luncheons.

### Solder Account for Bellamy-Neff

The Chicago Solder Company, maker of Kester self-fluxing solder and Kester metal mender for household use, has appointed the Bellamy-Neff Company, Chicago advertising agency, to direct its advertising account. Business and farm papers will be used. Special copy is being prepared to show radio owners uses for these products.

President  
"American"  
in pub-  
Mirror  
started  
ago,  
the New  
of the  
corporation  
of the New  
Americans.  
ered the  
ative of  
ertising  
erved  
agazine  
ite asso-  
me, re-  
ship of  
adver-  
k Sun.  
urchased  
Alexander  
h news-  
y until  
Hearst  
ctor of  
I., later  
Mirror.  
adver-  
or since  
on, con-  
l charge

Agen-  
ons  
of joint  
e Asso-  
and  
vertising  
Print-  
ies was  
. Suc-  
be held

Green-  
agency  
H. G.  
ess pub-  
orthrup,  
will be

A. P.  
vertising  
re.  
incheons  
yet. It  
repre-  
M. L.  
cy asso-  
ncheons.

maker  
Kester  
has ap-  
ny, Chi-  
rect its  
nd farm  
copy is  
owners



During the first three months of 1925  
The Los Angeles Evening Herald pub-  
lished 562,072 lines of national ad-  
vertising.

**-100,884 lines more**

than was carried by any other Los  
Angeles daily newspaper.

**-47,418 lines more**

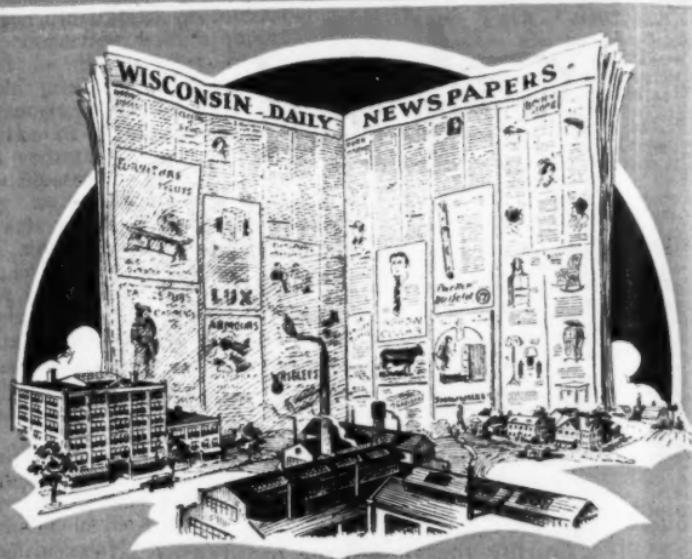
than appeared in the other Los  
Angeles evening newspapers **com-**  
**bi**ned.

**Many Advertisers Cover the Entire  
Los Angeles Field by Using  
THE EVENING HERALD Alone!**

## LOS ANGELES EVENING HERALD

### REPRESENTATIVES

H. W. MOLONEY. 604 Times Building, New York	G. LOGAN PAYNE CO. 401 Tower Bldg., Chicago, Ill.	A. J. NORRIS HILL. 710 Hearst Building, San Francisco
--	--	--



**Guiding the  
Buying Habits  
of 715,000  
Prosperous**

**WISCONSIN  
Families**

TIME and again, on both necessities and luxury items, it has been demonstrated conclusively that Wisconsin Daily Newspaper advertising is the one—and only influence that can be depended upon to establish and foster intensive dealer and consumer demand in the rich Wisconsin market.

No other medium or combination of media so thoroughly covers this field, or so holds the reader interest and confidence of Wisconsin dealers and consumers.

715,000 prosperous Wisconsin families of farm and city—practically 100% of the state's population—are reached daily by 47 of the most uniformly modern and progressive daily newspapers in America.

Serving the advertiser with complete circulation coverage of their respective territories, plus a uniform merchandising service of metropolitan scope and effectiveness, Wisconsin Daily Newspapers truly represent the best buy in the best market in America. Write for complete details. Secretary, 419-421 Sycamore Street, Milwaukee, Wis.

# Wisconsin Daily Newspapers



**Conditions are ideal for another big money crop in the St. Paul territory. We forecast one of the biggest buying years in the history of the Northwest**

**St. Paul Dispatch  
St. Paul Pioneer Press**

**Solid coverage at one low cost in the St. Paul Salient—the *richest* section of the rich Northwest.**

**Total Net Paid Circulation:  
Dispatch 89,411, Pioneer Press 75,146  
Morning and Evening Combination:**

**1 6 4 , 5 5 7**

**Sunday Pioneer Press 154,257**

**Figures as of February 27, 1925.**

"This St. Paul district is still supplying 95% of the total rye raised in the United States—90% of the barley—90% of the flax—70% of the beans and nearly all of the spring wheat. The proceeds of last year's bumper crop have been used almost entirely in paying off back interest and delinquent taxes. \$5,500,000 of delinquent taxes in addition to the 1924 taxes has been reduced to \$400,000 in the group of farms covered by Federal Land Bank mortgages in the St. Paul district.

There is every reason for believing that a considerable quantity of latent purchasing power exists at this time in the Northwest. From every standpoint 1925 will be the greatest replacement year that we up here have ever seen, for we are down to bed rock, our heavy indebtedness has been wiped out, we just simply have got to buy, and we have the money with which to buy."

**O'Mara & Ormsbee, New York**  
**Chicago Detroit San Francisco**

# Thumbs Down for the Corner-Cutting Salesman

Cutting Corners Is a Habit Which Should be Promptly Corrected

By A. H. Deute

General Sales Manager, The Borden Company

IT is high time that sales managers studied a habit which has hold of most salesmen—namely, cutting corners. Once a salesman realizes that he has this habit and that it is standing in the way of his progress, possibly even standing in the way of his holding his job, the cure is not necessarily difficult. The trouble usually lies in the fact that the sales executive is usually in one spot and the salesman in another while the habit is making its greatest headway. The result is that corner cutting by salesman after salesman goes on and on and on.

Now, one great big reason for the common, garden variety of corner cutting is that none of us likes to call it by its real name, which is just sheer laziness. We are all entirely too prone to feel that we are working harder than we should. We can hardly afford to take a "holier than thou" attitude and find fault with the salesman on the road when we, ourselves, feel the need of two or three afternoons a week for golf. Very likely that is why we hesitate to tell a salesman he is lazy. We prefer to write him letters and bulletins about increased efficiency.

The fact is, though, that, while on one hand, a 25 per cent increase in business seems a stupendous undertaking, it is true that nine men out of ten who are in the business of selling goods can do 25 per cent more work without taking chances of developing athletic heart or brain fag. I think the following incident will help prove the point.

Jones used to clerk in a retail grocery store. He was a good clerk. He was on the job at seven in the morning and he worked until seven at night, except Saturday,

days, when he worked until ten in the evening. He was ambitious and looked forward to becoming a traveling salesman. He received his chance. He went to work for a biscuit concern.

I saw Jones four months after he started out.

"How are you making it, Jones?"

"To be honest with you, not so good! I'd like to talk to you a little. You know I'm married and I've got to keep working, but the house roasts me something awful. They don't seem to figure I'm a new man."

"How much are you off on volume?" I asked him.

"If I could do about a third more than I am doing, I'd be making the grade."

"Suppose we figure it out that way, then. How many sales are you averaging a day?"

"Oh, around ten to twelve. Mine is a suburban territory—long jumps between stores."

"In other words, you are making sixty to seventy calls a week—good calls, I mean?"

"No—I don't work Saturdays. It's no use. Fifty to sixty calls is about it."

"All right—fifty to sixty calls, then. You tell me you need about a third more in total volume. Suppose you stretch the calls up to fifteen a day and hold up to ninety a week. If you are doing two-thirds of your volume on about sixty calls or less, then ninety calls a week ought to do the job. What time do you get out in the morning?"

"About eight o'clock."

"Do you mean you make your first call about eight?"

"No, leave home about eight."

"Well, that's more apt to be eight-fifteen or eight-thirty, then,

and that means you aren't making any calls until nine. Of course, you will tell me that between twelve and two you can't see many grocers, and also that after four they are too busy. So you are really working about five hours a day, five days a week — and you're trying to do an honest week's work in twenty-five working hours. Now, you figure out how to get in at least forty-eight hours and don't forget that the salesmen's union has no hours."

No need to go into further detail so far as Jones goes. We've all run into his type.

More often than not, the first place to look for the trouble when a salesman is not up to volume is his working hours. Selling goods is pretty much like any other sort of labor. It calls for a full day's work, and a full week's work. If a man can work twenty-five hours a week and come within a third of doing a good job, then obviously, why not work forty-eight to fifty hours and do the job so well that there is promotion in sight?

There is one outstanding, sure-fire rule in salesmanship and that is that the men who are at the top and who hold their places at the top are, without exception, men who are huge workers. They may not appear to be hard workers. There are many salesmen who would feel humiliated if anybody knew that they worked hard, but, nevertheless, they are tremendous workers.

One of the really big salesmen in the food business is Frank Lewis, at San Antonio, Texas. Frank Lewis will probably feel offended because I am giving away this secret. It is the one thing he tries hardest to conceal. If he had told me personally, I could not pass this information along, but I found it out in another way, so my conscience is clear.

Frank Lewis is a highly successful salesman of food products. He sells thousands of bags of sugar, thousands of cases of milk and what not. But he takes pride in building a reputation for

not making an effort to produce business. And yet he is a tremendous worker. Follow him around a week and that fact is proved. Check up on his success over many years, and it is evident that only by hard work could he have obtained such results.

But it is this type of salesman that is apt to mislead the youngster. The cub doesn't see Frank Lewis at work, so he thinks that orders come in without effort.

Frank Lewis is like a famous New York dancing star. This chap goes through his steps on the stage with no apparent effort. He conveys the impression that all he does comes perfectly naturally. "It's just a gift," is his comment.

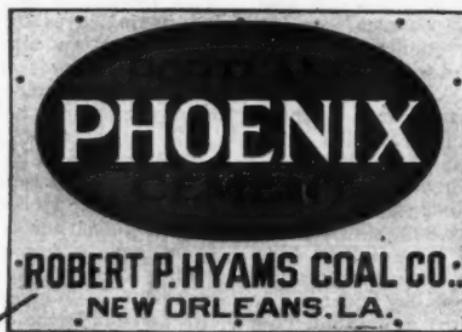
And yet, if you hunt him out when he is away from his public, you are more apt than not to find him at work in some obscure corner of the town, practicing, practicing, practicing. His public success is the result of hours and years of persistent thought and practice. Certainly there is natural ability upon which to build, but huge and continued effort is the answer to his place on the ladder.

While this individual is taking a careless and nonchalant public attitude toward his art and his business, but privately working and practicing to accomplish still more, the gathering places of stage folk in New York are running over, out of show hours, with hundreds of aspiring youngsters who are trying to convince themselves that stage success is a gift and that they have that gift and that some day it will be recognized.

#### WHY THIS SALESMAN FAILED

There is a salesman like that in Virginia. He has been working in a desultory way for years. He ought to be up with the best of them by now. He is ambitious and has the natural ability upon which to build. But a tinge of sourness creeps into his talk with other salesmen.

"The trouble is there is too much pull in this business. If you haven't any pull, you get left



## Each Dealer's Name Done in Permanent Porcelain

WHEN you buy BALTO DURA-SHEEN signs you can supply each dealer with signs bearing his own indelible imprint at surprisingly small cost. The dealer's name and address are an integral part of the sign, Fused-in when the sign is fired.

For warehouse exterior, or on the side of your dealer's trucks, such a sign not only tells the public of your products, but also helps cement relations between yourself and your dealer.

Imprinting service is part of the Baltimore Enamel and Novelty Company dealer tie-up for users of DURA-SHEEN porcelain enamel signs. It's time for you to get acquainted with this organization. Call on the Baltimore or New York Office for Service.



THE  
**BALTIMORE ENAMEL  
AND NOVELTY COMPANY**  
**Permanent Advertising Signs**

MT. WINANS  
BALTIMORE, MD.

NEW YORK  
200 FIFTH AVENUE

Apr. 23, 1925

in the sticks. I could fill any of the big jobs that my company has in the New York office, but they never give me a chance."

A sarcastic youngster asked him what he had ever done to deserve a chance.

"I've stuck with the company twenty years. I'm entitled to a chance. One of these days, I'll quit them and get a job with another house that appreciates its men."

I heard this same fellow talking things over with a new salesman for a competing house. The new man had just graduated from the stenographic ranks. It was his first venture in the business of selling goods. Here was what the sour one said:

"Well, kid, if you'll take a word of advice from a man who has had twenty years' experience in selling goods, you won't break a leg whooping it up over your territory. Take it easy and save your breath and your strength. You're a long way from home and the boss doesn't know it if you get out at seven in the morning."

One day a salesman said to me: "I know I could work quite a few stores after dinner at night in my line, but the other boys on the road kid the life out of me if they catch me working like that. You see, we get to knowing each other, working the same territory and we're supposed to be through by four or five o'clock."

Of course, the "T-to-T" salesman is a standing joke, but many a salesman prides himself on being one. He tells himself that his territory is in such good shape that instead of getting away from home Saturday night, he can leave home on Monday morning. The train brings him to his objective about three in the afternoon—too late to get to work that day. But he makes a good start early Tuesday morning. He does a good volume. His house can hardly complain. He is earning his salary. He is right up to a year ago—a little bit ahead. There is no use trying to work on Saturday, any way, so he might as well get away Friday night and be home Sat-

urday. Nothing like taking care of one's health and spending a little time with the family. The best train leaves for home at two o'clock Friday afternoon. Well, it's been a good week and if he can see a couple of back-calls Friday morning, he's through.

Within three months, he has his family trained to his home-coming every Friday evening. Then he works out the clever plan of leaving on an earlier train on Friday so he can be home and take the family to the movies. After all, a man who has come to his point in life and made the record with the house that he has made isn't expected to watch the clock so much as the volume. And his volume is all right. He will see that he keeps it coming along and nobody can kick.

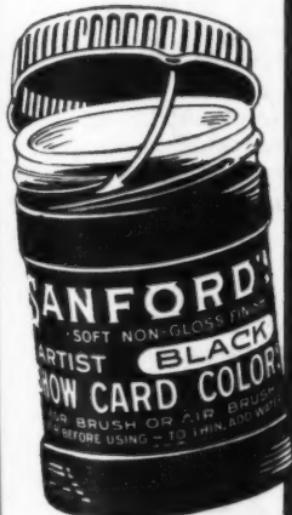
Donaldson was such a man. He had been in his territory for ten years. He had done a little better each year. He carried a little book showing his volume year by year and he showed it with pride. "Every year an improvement," he would say.

He was not the type of salesman who put in the annual cry for an advance. He was making a nice living, had saved a little money, figured on holding his job for fifteen years more and then would retire with a little income. In the meantime, "health before wealth."

#### THEN HE WAS FIRED

Then, one day, he lost his job with a month's notice. And here was the answer: That territory had tripled in population in ten years. There used to be about a 100 prospective accounts in it. There were now over 300. And most of the new ones were handling other lines. Donaldson had paid no attention to them. He knew his list of dealers and he had seen them as per his route book. So long as his total volume, compared with the year before, showed an increase, Donaldson did not think, nor fret, nor worry.

It was the advertising department which figured up what it cost



*Sanford's  
use  
Amerseal*

## IT'S AIRTIGHT IF IT'S AMERSEALED

The Sanford Co. to be absolutely sure that their show card colors will remain in perfect condition until the last drop is used—Amerseal their jars. And with the assurance of a really positive closure, they have a seal as easy to open as it is easy to close—a quarter turn and it's on; a quarter turn and it's off.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely airtight closure, easy to open and as easy to close. The Amerseal has no raw edges to cut the fingers. It will not rust.

The majority of the Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

### Amerseal Your Product

*A Better "Seal-and-Re seal"  
Is Not Possible*

### AMERICAN METAL CAP COMPANY

Brooklyn

New York

Branches in the following cities:

Chicago

Los Angeles

Cleveland

San Francisco

Detroit

Portland

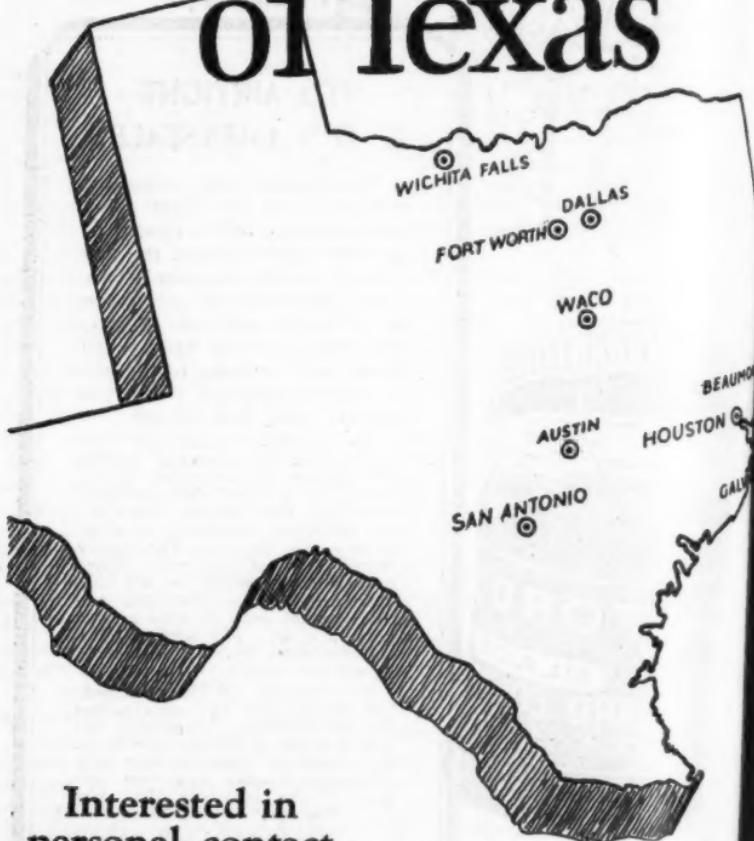
St. Louis

Seattle

Louisville

Apr. 23, 1925

# Nine Key Market of Texas



Interested in  
personal contact  
with prosperity?

Visit the Nine Key Cities  
on the circle tours that are  
to follow the Houston Con-  
vention. Meet Texas pros-  
perity face to face. The  
newspapers of these cities  
will be waiting for you with  
a warm sincere welcome.

A. A. C. of W.  
**CONVENTION**  
**MAY 9 - 15**  
**HOUSTON**

## don't play one spade for an ace—in Texas

Texas is not peculiar. Like any other state, it cannot be carried for your product with but one or two cities behind you.

In Texas—that part of Texas which is known as the Greater Market—NINE KEY CITIES tap the bountiful wealth of ninety per cent of all population, concentrated in half the square mile area.

Here in these nine cities the principal jobbing interests are located. On these nine cities the attention of the Greater Market focuses for its sources of supply.

From these points your merchandise is distributed most easily—outlying trade territories are most easily worked.

You cannot neglect the opportunities which any one of these markets presents without denying to your Texas sales records the rewards which intelligent cultivation of that market will bestow.

Each of these key markets is the door that opens out into its own trade territory—territory now rich and prospering with the billions that come to Texas in exchange for its cotton, corn, lumber, oil, live stock and manufactured products.

Realize. These nine cities combined constitute America's *fifth* metropolitan market. 850,000 people live within their corporate limits. Only Detroit, Philadelphia, Chicago and New York are greater.

Here—in these cities—before the detail work of securing distribution in trade territories has started, you can develop liberal volume and territorial prestige for your goods.

This is the best way to sell Texas. You may try others but no other will be so cheap, so effective, so certain.

*Any newspaper in any key city will be glad to give you definite data on its territory entirely without obligation to you. Write.*

to advertise in that market and was unable to reconcile the high advertising cost against the relatively low volume. Advertising on the basis of the present population and the present number of stores called for a volume at least twice as great as was being produced. A checking up showed the great number of unsold accounts.

Donaldson had been increasing the size of the corners he cut while the natural demand had grown greater and greater. Two youngsters were put into his old territory. They soon did three times what he had been doing. Donaldson, if he had worked forty-eight hours a week, could have made twice the money he was making and would have been much nearer to that state of independence toward which he looked. But the short cut that he had figured out failed to make good.

Then there is the pet short-cut of leaving the sample case in the hotel. "Why lug that heavy thing around with me? The trade knows our line by now. And what's more, I've got my dealers trained. They handle our line and they leave it to me to fix them up. Anyway, they are busy and I have a long route to cover. What's the good of asking them to look over a line they have seen many times before? I just write the order down anyway."

That was from a confectionery salesman.

Checking up his territory, it developed that he was one of six men working competing lines on the same trade. Although he had probably the best and longest line, he got less than 10 per cent of the business, and that 10 per cent was largely on unprofitable staples. The principal reason was because he did not show his trade something new.

"I always want to see new things in candy," a dealer explained. "The children come in and they look around for something new. Maybe it is only a different shape, but it is something new and they try it."

The confectionery salesman who really got the volume out of that territory carried two huge cases

and, in addition, a special tray of new numbers. He worked his new-number case first. Invariably, he put into it the items which were really new and such seasonable items which could be classed as seasonably new—confectionery which was coming into style again as fall was approaching, but which had been relegated to the back of the case during the summer months, and later on, next spring, bringing into the new case, confectionery purely suitable to warm weather. That salesman had taught his trade to feel that they could look to him for new things to liven up the stock. And after showing them the new things, he held their attention right through his whole stock. His calls took much longer. He generally held the buyer for half to three-quarters of an hour. But he made use of that entire period of time.

A peculiarly vicious feature of corner cutting is that of passing up stores that "don't look like they are doing much." A sales manager felt that his man in a given territory was hitting the high spots, so he sent a second salesman over the same territory. The second salesman had a list of the firm's customers and instructions to pass them by, confining his efforts to dealers whose names were not on the list.

The firm had 300 accounts in that territory. Yet, the new man, by the time he had covered that section, had sent in orders for over 200 new customers. The regular man was first incensed and then surprised.

#### A POOR ALIBI

When he caught his breath he explained: "But a lot of these people will just get us in bad with our regular trade. Most of these stores are second raters. We've got the good ones. When our trade sees these people displaying our line, they'll have it in for me and for the line."

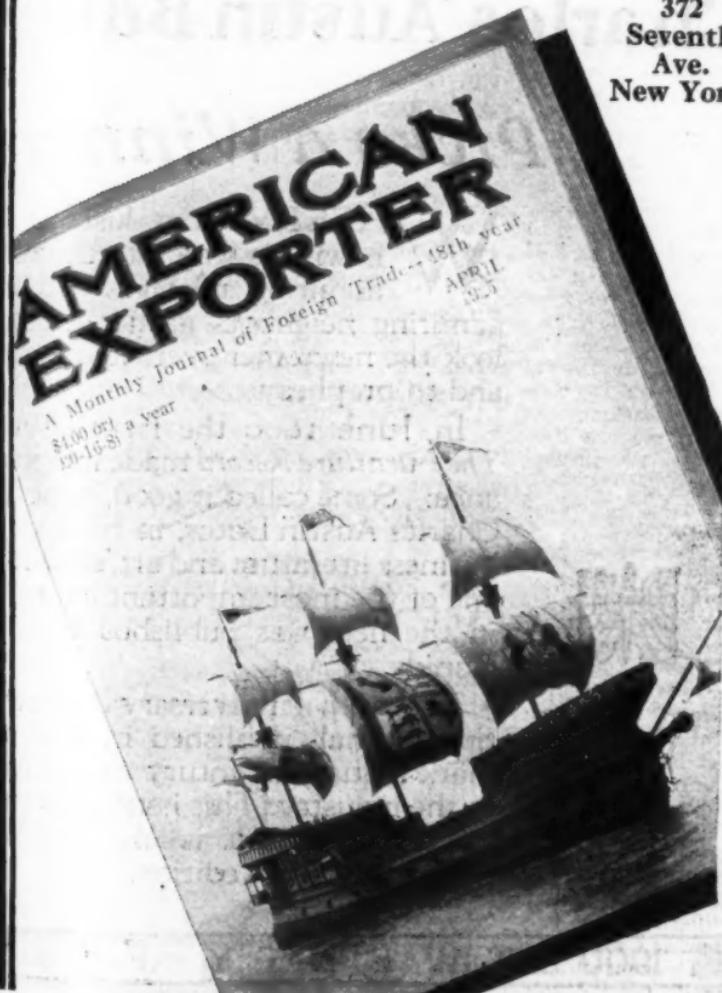
That is an old, worn-out bogey which many a salesman works overtime and with which he soothes his conscience because he knows he is cutting corners.

And so we could go on for many

# 23% GAIN

In the first four months of this year the AMERICAN EXPORTER has exceeded its business of the same period of last year by 23%—because it is rendering an outstanding service to its advertisers, helping them get more business abroad.

372  
Seventh  
Ave.  
New York



THE WORLD'S LARGEST EXPORT PAPER



# Charles Austin Bates *Picks a Winner*

WHENEVER a lusty infant howls his way into the world, admiring relatives and less admiring neighbors gather about to look the newcomer over, to comment, and to prophesy.

In June 1900 the first issue of *The Furniture Record* made its appearance. Some called it good, some bad. Charles Austin Bates, in his book on business literature and art, stated that one of the most important journals in the field was published at Grand Rapids.

The 25th Anniversary Number of this journal, published in June, will mark a quarter-century of usefulness in the industry. This issue is of double importance for it is also the Mid Summer Market edition.



The symbol of  
True Service in the  
Furniture Field

**M 1900 ~ T W E N T Y - F I F T Y**

In addition to its regular circulation (which by the way, is the largest net paid A. B. C. in the field), copies will be distributed throughout the market buildings in Chicago and Grand Rapids.

Editorially, in addition to merchandising and market features, the 25th Anniversary Number will be an authentic and interesting review of the furniture industry during the past quarter-century. Bound in imitation white-kid leather covers lithographed in four colors, it assures exceptional attention—, and will be kept for months, perhaps years.

Every maker of furniture and home furnishings of consequence will want to be included in this edition, the finest of any that has ever been published. There is no advance in advertising rates altho the single copy price has been raised to fifty cents a copy. Forms closing May 10th.

You will find upon investigation, we believe, that what Charles Austin Bates said about *The Furniture Record* twenty-five years ago is today more true than ever. A letter will immediately bring you information—, either about the field and the merchandising possibilities for your product, or about the publication; depending upon what you request.

Just slip Mell, our office boy, into your dictation basket as a reminder to write us this afternoon, or whenever you dictate again.

## *The Grand Rapids* FURNITURE RECORD

Published by the Periodical Publishing Company  
Grand Rapids, Michigan, U.S.A.

A. B. C. — A. B. P.



"Ahem!—Just to remind you Mister to write. The Furniture Record at Grand Rapids, Michigan for that information you wished to obtain."



The Periodical Publishing Company publishes The Grand Rapids Furniture Record, The Furniture Manufacturer and Artisan, The American Funeral Director, Services for the retail merchandiser and conducts the National Retail Furniture Institute.

F T N N I V E R S A R Y ~ 1925

pages, describing ways and means for cutting corners and telling what they lead to. However, this little study is not meant to be a compendium of methods for corner cutting, but rather an attempt to see how much more volume each salesman can secure if he will develop a sincere desire to make his days and his weeks as full of productive effort as possible, rather than figuring out ways and means for making short cuts.

### Mail-Order Sales Up for March

Sears, Roebuck & Company, Chicago, report sales of \$19,816,582 for the month of March, as compared with \$17,381,442 for the corresponding month in 1924. There is an increase of \$2,435,140 or 14 per cent. Sales for the first three months of 1925 are reported at \$62,931,264, compared with \$54,561,914 for the same three months of last year. This is a gain of \$8,369,350 or 15.3 per cent.

Sales of Montgomery Ward & Company, Chicago, for March are given as \$16,019,974, a record for the month and an increase of \$1,951,327 or 13.8 per cent over the corresponding month in 1924, when sales amounted to \$14,068,647. Sales for the first three months were \$41,407,165, as against \$37,863,932 for the same period in 1924. This is a gain of \$3,543,233 or 9.2 per cent.

### Furniture Account for White Agency

The Mueller Furniture Company, Grand Rapids, Mich., has placed its advertising account with the White Advertising Agency, of that city. Plans are being made for a national advertising campaign on its upholstered furniture. Business papers and direct mail will be used.

### L. R. German with Peerless Motor

Leon R. German, formerly vice-president of the Olds Motor Works, Lansing, Mich., and sales manager of the Durant Motor Company of Michigan, has been appointed assistant to Edward Ver Linden, president of the Peerless Motor Car Company, Cleveland.

### Will Represent "Pacific Homestead"

*Pacific Homestead*, Salem, Oreg., has appointed Albert Byers as its Portland, Oreg., representative. He was formerly advertising manager of the Brownsville Woolen Mills, Portland.

## We See a Spruce-Up Campaign in the Offing

UNIVERSAL TRADE PRESS SYNDICATE  
NEW YORK APRIL 14, 1925

*Editor of PRINTERS' INK:*

Your position of prominence in the business world and your observation of the men who try to make their way to success in business, will make your opinion of importance on a matter which we feel has not received sufficient attention.

In a recent study made by us, we have come to the conclusion that a man must dress carefully and correctly as part of his business equipment. We have come to the conclusion that it is often as damning for a man to wear a bad suit of clothes as it is for him to use bad grammar.

Do you not feel that the business man who seeks to assume leadership among men must have regard for his outward appearance just as he has regard for the appearance of a business letter that goes from his office, just as he has regard for the other outward symbols of the inner man?

If a man's clothes are archaic or unsightly, he will have equal difficulty in satisfying the office boy as in impressing the executive with his intelligence, reliability and forcefulness. Do you not believe that creases in a suit often reflect creases in a mind?

May we have from you some expression of opinion on this subject to give to the public in order that the American business man may obtain a clearer idea of the correlation between personal appearance and business effectiveness?

MYRON BLUMENTHAL.

**F**RANKLY, Myron, we haven't enough creases in our mind to have any opinions on this subject. But we have just enough creases to make us wonder why you should so altruistically offer to advise the public about matters of personal appearance.

And by the way, we are sorely tempted to ask that old question: Have you ever seen a statue of a famous man whose trousers, pants, or pantaloons were well pressed—or creased, as you may say?—[Ed. PRINTERS' INK.]

### Will Publish Boys' Magazine

The Every Boys Publishing Company, Hollis, N. Y., is the name of a new company which has been formed to publish *Every Boy's Magazine*. It will appear monthly, starting with the May issue. The type page will be 10 3/16 inches by 7 inches. H. R. McInerney is business manager. J. P. Duffy is director of advertising.

# Remember What Judge Corrigan Said to Aaron Kosofsky

Some Advice to a Publisher Planning to Issue a Book on How to Create News for the Press

WILLIAMS & WILKINS COMPANY

BALTIMORE, Md., APRIL 4, 1925

Editor of PRINTERS' INK:

May I address a request to you, and through you to your readers?

In course of preparation, to be published by our house some time this year, is a volume to be especially devoted to that sort of publicity in which events have been "created" in order to afford an opportunity to get press matter into newspapers.

Among the readers of PRINTERS' INK there must be many who have made things of that sort happen. I would be mighty glad to have them send in to us descriptions of their best "stunts" together with clippings and other material wherever this is possible. Such examples will be given due credit by name of the originator in the volume which is to be published and which is being prepared by one who we think is a particularly able publicity man.

Remuneration for such examples as may be sent in will consist in the satisfaction of having helped to make a first class book on newspaper publicity, plus the gratitude of the author. This is a case where virtue and reward are one and the same thing.

ROBERT S. GILL,  
Manager, Publication Sales.

AARON KOSOFSKY, a Sixth Avenue furrier in New York City, has a story for Mr. Gill.

It ends with a quotation from Magistrate Corrigan sitting in Jefferson Market Court. Magistrate Corrigan says: "Aaron Kosofsky—\$100 and two days in jail."

Aaron had become beset with the bright idea of getting "free" publicity for his fur shop by creating news. It was Aaron's idea that the way to create news was to turn a fox loose at noontime at Fifth Avenue and Forty-second—one of the heaviest traffic centres in Greater New York—and offer a reward of \$10 for its capture. Aaron proceeded to put his idea into action. Newspaper reporters and photographers were notified in advance. After much encouragement Aaron finally persuaded his much bewildered fox to get itself entangled in New York traffic. But as soon as he had translated his bright idea into action he

found himself under arrest on the complaint of the Society for Prevention of Cruelty to Animals. Yes, Aaron offered a generous contribution to the Society—\$500, in fact—if it would drop its complaint. But it wouldn't. Consequently Aaron had the pleasure of saying "good morning" to Magistrate Corrigan.

Now, in a case such as this, even though the Society for Prevention of Cruelty to Animals had not acted, it would be possible for the law to reach out and deal with fake news-creators of the Kosofsky type. There is in New York State a law that reads:

"Any person who knowingly and willingly states, delivers or transmits by any means whatever to manager, editor, publisher, reporter or other employee of a publisher of any newspaper, magazine, publication, periodical or serial any false and untrue statement of fact concerning any person or corporation with the intent that the same shall be published is guilty of a misdemeanor."

We could go on with other examples of "news" creation of recent and old vintage. We might tell of the poppings of Popoff this past winter—a St. Petersburg, Florida, "news" creation. Some bright press agent thought that the association of "St. Petersburg" with Russia was sufficient for him to create a Russian character by the name of Popoff whose ravings would fill column after column of newspaper space with "free" publicity for Florida's fair St. Petersburg. We might tell how Douglas Fairbanks' exploitation director made a tie-up with the National Archery Association to get "free" publicity for "Robin Hood"; or of Blanche Sweet's Bobbed Hair Club; or why a pig was sent to Pat O'Malley at a certain San Francisco hotel; or how the pearl that Carmel Myers

# “Straws”—in the

Not since the years immediately following the Civil War has the textile industry at large been in such a state of flux as now.

Consumers' buying habits are changing; artificial silk is a factor of great importance, having completely upset the balance of cotton products and now influencing woolens and worsteds; a swing from worsted to carded wool has unsettled production; a wide diversity between manufacturing conditions north and south has raised the question of future tendencies and expansion; the demand for more fancy goods and fewer staples has altered manufacturing conditions; much equipment that paid dividends ten years ago is now obsolete.

Never before has the textile manufacturer been so much at a loss to know what to make and how to make it.

Evolutionary changes which formerly spread over a generation are being concentrated into a few years. With it all the volume of business in the

# The Textile Field

ing the textile industry is normal and showing a healthy increase.

Advertisers have never before had such an opportunity. Reader interest in **TEXTILE WORLD** has never been at such a high pitch. Textile mill men have never been more receptive to new ideas, particularly those which have a bearing on production cost and more accurate control of manufacturing processes.

We would welcome the opportunity to help you translate these conditions into terms which have a direct bearing on your sales problems.

## Textile World

*Largest net paid circulation in the textile field*

Audit Bureau of  
Circulations



Associated Business  
Papers, Inc.

**BRAGDON, LORD & NAGLE CO.**  
334 FOURTH AVENUE NEW YORK CITY

Apr. 23, 1923

found in an oyster at the Hollywood Cafe got in that oyster. But we are not going to do that for we believe that one detailed example is sufficient to explain our point.

We have told the Kosofsky tale in detail and we have quoted the New York State law against false news to show Mr. Gill that the book he proposes to publish will only serve to encourage others to break laws that society has found necessary to enact to protect itself.

All press agency, at best, is dishonest; for it is founded on the dishonest principle of getting something for nothing. But the kind of press agency that calls for the creation of events in order to hoodwink publications is not only dishonest, but it is despicable.

A book such as Mr. Gill proposes to publish would not only tend to increase law-breaking, but it would help increase economic waste. It would give supposedly clever ideas to half-baked press agents who would get misinformed and unenlightened manufacturers to waste good money—money that could buy space in publications that could be used as part of some well tried plan of distribution. So we say to Mr. Gill before he finally acts on his proposed book: "Remember what Judge Corrigan said to Aaron Kosofsky."—[Ed. PRINTERS' INK.]

### "Chain Store Age" Adds to Staff

Arnold D. Friedman has been appointed advertising manager of *Chain Store Age*, New York. He was formerly with the advertising departments of *Radio World* and *Success*. More recently he has been with Modern Publications, New York.

Edward P. O'Donnell and Bert M. Arrick have joined the advertising staff of *Chain Store Age*. Mr. O'Donnell was formerly with the advertising staff of the Knit Goods Publishing Company, New York. Mr. Arrick was formerly with the *Dry Goods Economist*.

### Business-Paper Executive Committee to Meet

The executive committee of The Associated Business Papers, Inc., will hold a special meeting at the Seaview Golf Club, Absecon, N. J., on June 1, 2 and 3. J. H. Bragdon, Malcolm Muir, and J. N. Nind, Jr., are in charge of arrangements.

## Slight Advance in Charge for Post Office Checking Service

*Washington Bureau  
of PRINTERS' INK*

THE charge for the service of correcting and checking mailing lists of advertisers by experienced postal clerks, offered by post offices throughout the country, has been increased from sixty to sixty-five cents an hour, per man engaged in the work. This slight increase was brought about by the new postal law, which provides:

"That the pay of substitute, temporary, or auxiliary clerks at first and second-class post offices and substitute letter carriers in the City Delivery Service shall be at the rate of sixty-five cents per hour."

An official of the Post Office Department explains that the regulation governing the checking service for advertisers requires that the minimum rate paid by the department be charged the advertiser, regardless of the salary paid to the postal clerk who does the checking. Sixty-five cents per hour is now the minimum rate.

This means that the Post Office Department pays a large part of the cost of checking and correcting mailing lists for advertisers. Nevertheless, it desires to extend the service, which results in economy for both the department and the advertiser. The service assures the advertiser of a live list with a resultant saving in postage and better returns, and for the department it prevents much of the confusion and expense due to the forwarding, returning and dead-letter examination of misdirected advertising mail material.

### Will Direct Maxwell-Chrysler Export Sales

Elliott C. Morse has been appointed director of exports of the Maxwell Motor Sales Corporation and the Chrysler Motor Corporation, of Detroit, succeeding H. M. Salisbury. He has been with the domestic sales department since 1914. He was at one time sales manager of the Wills-Sainte-Claire Company, and was for several years with the John N. Willys Export Corporation.

23, 1925

in  
Office  
e

as Bureau  
as' Ink  
service of  
mail-  
experience  
by post  
try, has  
tivity to  
other man  
slight.  
by the  
provides:  
stitute,  
workers at  
offices  
in the  
be at  
nts per

Office  
at the  
Checking  
requires  
by the  
adver-  
ry paid  
es the  
nts per  
ate.

Office  
part of  
orrect-  
rtisers.  
extend  
lts in  
rtment  
service  
a live  
in pos-  
and for  
much  
use due  
ing and  
f mis-  
aterial.

hrysler

ppointed  
Maxwell  
nd the  
of De-  
ry. He  
ales de-  
at one  
s Sainte  
several  
Expert



Apr. 23, 1925

PRINTERS' INK

*On May first we enlarge  
the space of our plant and  
the scope of our service.* ↗



Almost two square blocks of modern printing equipment amply manned and ably serviced. A hardy plant blossoming forth in healthy growth.



**ISAAC GOLDMANN COMPANY.**  
EIGHTY LAFAYETTE STREET NEW YORK CITY  
*Printers Since Eighteen Seventy Six*  
TELEPHONE FRANKLIN 4520



MALL  
an ARROW  
COLLAR  
THE KING OF THE  
WINGS

CLUETT, PEABODY & CO., MILTON, MASS.

## Cluett, Peabody &

AFTER advertising Arrow Collars in the Street Cars for more than twenty continuous years, Cluett, Peabody & Company have just made a new long term contract for every Street Car in the United States.

Our Printers' Ink advertisement, issue of December 8th, 1921, contained the following—

"A picture of a product presented to many people morning, noon and night, every day in the year, will sell more goods than a thousand word ad-

## STREET RAILWAY ADVERTISING



Archer  
an ARROW  
COLLAR  
entirely new in style  
and in construction

CLUETT, PEABODY & CO., INC., MILTON, MASS.

1925

Apr. 23, 1925

PRINTERS' INK

20c

DART

# The New Long Pointed ARROW Collar

Cluett, Peabody & Co., Inc., Troy, N.Y., Makers



## Any & Many Have Renewed

Advertisement placed before the same number of people a limited number of times each year."

The Arrow Collar car cards are more than "good pictures." They are viewed every day by many millions of people who are close enough to the cards to easily see the cut and style of the different collars.

Cluett, Peabody & Company know from experience that "A Good Picture is Worth 10,000 Words" whenever it is displayed in the Street Cars.

## WAY TRISING COMPANY

20c

# Pell-A-rollpoint ARROW COLLAR

POSSESSING EXCEEDINGLY  
GOOD FITTING QUALITIES

CLUETT, PEABODY & CO., INC., MAKERS, TROY, N.Y.



# Try to Visualize, a MILLION farm homes

If you can visualize a *million farm homes*—  
you can visualize the millions of things they  
need, the millions of things they will buy!

Can you visualize a million dresses?  
a million rugs?  
a million automobiles?

What won't a *million farm homes* buy?

What have you to sell to a *million farm homes*?

*You can sell it through COMFORT!*

**W. H. GANNETT, Pub., Inc.,**  
Augusta, Maine

**WALTER R. JENKINS**  
428 Postum Building  
New York

**FRANK H. THOMAS**  
1635 Marquette Bldg.  
Chicago

# COMFORT

3.1925

es

V

S  
lie  
ca  
you  
ab  
the  
que  
a s

I  
giv  
tha  
for  
sig  
nev  
cou  
futu  
ly  
was  
cou  
whil  
was  
and  
neith  
He  
know  
show  
feren  
was  
meth  
tha  
plicat  
and  
tions  
based

He  
which  
engin  
—it  
The  
contro  
house  
which  
been.  
or an  
does t  
factor  
termin  
ask t  
overm  
roblem

# My Reply to Critics Who Say Marketing Will Never Be a Science

With Growth of Modern Merchandising Methods, It Can Be as Exact as Chemistry or Physics

By Frederic A. Russell

Professor of Business Organization and Operation, University of Illinois

SOME time ago a friend said to me: "You don't honestly believe for a minute that marketing can ever become a science, do you?" Hoping that he might be able to shed some new light on the question, I countered with the query: "Why shouldn't it become a science?"

My friend had evidently been giving the matter some serious thought, because he summarized for me an array of reasons designed to show me that marketing never had been, was not now, and could not possibly become at any future date, a science. He patiently pointed out that the engineer was dealing with tangibles which could be measured and weighed, while the student of marketing was concerned with intangibles and imponderables, which could neither be measured nor weighed. He elaborated the complex factor known as the human element, showing that people were so different from one another that it was hopeless to attempt a mass method of dealing with them; that human nature was too complicated, too unknown, too varied and variable; that any calculations were doomed to be upset if based on this human element.

He indicated the ease with which the chemist, physicist, or engineer could survey his problem—it was all there under his eye. The merchandiser is seeking to control thousands of factors, thousands of miles away, and which he may never have even seen. He cannot isolate each factor and conduct an experiment as does the student of physics. The factors are almost hopelessly intermingled, making it an appalling task to determine which are the governing ones in a particular problem.

My friend also called my attention to the fact that men had been struggling for thousands of years with production problems and but a decade or two with those surrounding the marketing of goods, for until yesterday, as the historian counts time, there was no marketing problem.

This gentleman's exposition of his text was interesting. My reply was: "Well, you have admitted yourself that the marketing problem is a new one, so you should not expect the students of marketing to have made the progress which has marked the study of older problems. It is a complex subject, you know."

This is about the answer usually given when this indictment is levied against those engaged in the study of this most fascinating—to them—of subjects. But I felt that my rejoinder was decidedly weak. I therefore set myself the task of arraying some of the marks of progress which are discernible in the hope that the next time somebody states his conviction that marketing is hopeless as a science I might have a more forceful rebuttal. I found out some things tending to strengthen my faith in the ultimate transformation of marketing from a crude art to a true science.

## A DEFINITION OF "SCIENCE"

First, what is the meaning of the term "science"? Here is a good definition: "Science is the knowledge of facts, laws, and proximate causes, gained and verified by exact observation and correct thinking." From this definition of science it is easy to see that the chief difficulties confronting the student of marketing are two: First, he must have a knowledge of facts as they exist; and

second, he must gain a measure of control over the conditions surrounding business problems, to the end that he may hold constant certain factors while he varies others and thus arrives at a knowledge of the "laws and proximate causes" mentioned in our definition. If these two ends could be accomplished, a science of marketing would be given to the world.

Now let us examine some of the gains already recorded, bearing in mind that virtually all the progress has been made during the last generation.

First, what knowledge has been gained of marketing facts? For years it was difficult to find a place at which to lay hold of this huge problem, and men studied marketing from the standpoint of a given line of business. Later, they tried to split the problem up by considering separately the various types of institutions engaged in the marketing process. But this was not wholly satisfactory, for these various institutions sometimes performed the same functions, sometimes different ones. Gradually there developed the idea that the student of marketing was studying, not the jobber or the retailer, but the functions which each performed. In other words, we have now reached the point where we see the marketing problem as a compound of functions, which must be isolated and studied if we would develop a science.

One of these marketing functions is that of selling or creating demand, which includes advertising, salesmanship and sales management. In order to make of marketing even an approximate science, two things are necessary: a knowledge of market facts and the power to control the conditions under which goods are marketed. At least, this control is an aid, although not absolutely essential. Astronomers may calculate to a few seconds just when an eclipse will occur, although they possess not the slightest degree of control over the conditions causing it. Observation may accom-

plish as much in marketing study as it has in astronomy.

Traditional or regular channels of distribution, from manufacturer to wholesaler to retailer to consumer, offered too scant a knowledge of market facts and permitted virtually no control over market conditions. Therefore, the first step taken by producers to market their products more scientifically was to discover facts concerning their market as a whole. Twenty years ago such facts were exceedingly difficult to obtain. Can they be discovered now?

All marketing rests on price; hence a knowledge of prevailing prices and of price trends is essential. This information is today available from a score of sources whereas even a decade ago little was known along this line.

The sales manager who can predict general business conditions and can correlate the cycle of his own industry with the general business cycle is enabled to plan his campaign in such a way as to mitigate greatly the severity of the ever-recurring crises.

Of late it has become almost a truism to say that, before a sales campaign is launched, a market analysis or survey must be made. What is embraced by this now familiar term, and how should a market survey be made?

#### DATA SECURED FROM SURVEYS

In brief, a market survey yields data on such vital factors as population by geographical divisions, occupation, age, sex and nationality, buying habits of each locality, prevailing industries and their condition, competition to be met, purchasing power, available merchandising outlets and transportation facilities. All this is to the end that the producer may calculate with some degree of precision the demand for his product in each part of his territory and determine the most advantageous methods for stimulating and satisfying that demand.

But from what sources may these facts be obtained? In the first place, the Department of Commerce under Secretary Hoover is

*The largest circulation  
of any 35 Cent fashion  
magazine in America*



146,308 A.B.C.  
—also—

1500 schools and colleges  
where thousands of pupils in  
classes of Home Economics  
use daily in their studies the  
approved guide and textbook--



## FASHIONABLE DRESS *The Magazine for Milady*

Boston  
DORR & CORBETT

Advertising Mgr.  
J. M. SHAPIRO

Chicago  
BURTON R. FREER, Ltd.

Member Audit Bureau of Circulations

Apr. 23, 1925

taking up this work and making intensive market surveys of certain markets. The United States Chamber of Commerce and the various local chambers of commerce have all performed valued service along this line. Metropolitan newspapers have analyzed in great detail their local markets. Advertising agencies have in their files vast funds of data bearing on market conditions encountered in marketing specific products.

Trade associations, university bureaus of business research, various periodicals, firms of specialized business advisers, and many large firms through their own research departments, are all collecting market data. Nor should we overlook the importance of the business press in this work.

While these, and other agencies have been at work from the outside, the cost accountant has been busy computing cost-to-sell by salesmen, by territories, by months, by products, and by various marketing methods, so we now have these important facts in our possession. Indeed, marketing owes as heavy a debt to the accountant as does engineering to the mathematician.

While we are recognizing the debt owed by marketing to other sciences, we should not neglect to pay our respects to the psychologists, who have been striving with a considerable measure of success to reduce human behavior to a science. With every forward step taken by the psychologists, the student of marketing may keep pace, for in creating or satisfying demand he is dealing with psychological factors. He rejoices that the bafflingly complex human element is yielding to analysis.

It is sometimes not easy to distinguish between knowledge of and control over conditions. For example, the tendency toward integration or vertical combination in marketing has resulted in both increased knowledge of and a greater degree of control over marketing factors.

What are the effects of this trend toward integration?

The first step taken by the producer in reaching out to establish

a control over the marketing of his product was that of identifying his product by name, package, trade-mark, color or other device. Without this, little knowledge of its fate could be had and no control over it could be exerted. Once the product was differentiated and identified it could be advertised and advertising offers perhaps the most powerful machinery with which to control demand.

Still another factor in establishing a control over the marketing of a product has been the employment of specialty salesmen, hired by, and responsible directly to, the manufacturer instead of the jobber. This movement has been furthered by the opening up of branch sales offices, and in some instances by the building up of a sales organization which sells direct to the consumer. This is the case with such products as the cash register, adding machine and farm machinery of some kinds. Branch retail stores, such as those used by some shoe manufacturers, present another illustration of this integrating process.

#### EXTENT OF MARKET CONTROL

Just how far can this ability to control the factors in the marketing process be extended?

At the outset, the manufacturer analyzes his product carefully in its relation to the market. He modifies it to suit the demand for it, which has been determined by a survey of the field. He perhaps decides to package the product and applies at once a number of well-known principles governing the design of the package. To attain the goal of a perfect package he performs a series of experiments, testing the reactions to various packages of many representative persons until the experiments show conclusively that one certain package most nearly approaches the ideal.

This is but one hasty illustration, but similar principles have been discovered in advertising. Appeals have been classified with respect to the kinds of readers most likely to be moved by each. The effects of colors have been studied. Balance and eye move-

# Pointed Paragraph No. 2

Wit is the 19th hole in the modern round of bridge and dancing, theatres, radio, and cars. Sheer wit has made College Humor the tastiest mental stimulus for more than 300,000 highest type spending folks—mostly folks with the collegiate manner of thinking. What more can an advertiser reasonably ask for than to talk to this class—and always catch them in a happy frame of mind, predisposed to read and relish what he has to say?

## College Humor

### CHICAGO

B. F. PROVANDIE  
*Advertising Director*  
310 S. Michigan Ave.  
Harrison 3433

### NEW YORK

GEO. W. STEARNS  
*Eastern Manager*  
Flatiron Bldg.  
Ashland 7329

Apr. 23, 1925

IF IT'S A ONE STORY BUILDING — PUT IT UP TO BLAW-KNOX



*Permanent Economical Buildings for  
Every One-story Purpose*

Besides serving the needs of industry for auxiliary plant construction, Blaw-Knox buildings are being adopted as standard structures for all types of one-story buildings for which low cost is desired.

Blaw-Knox buildings cost less than any other type of permanent construction. They are fireproof, weather proof, well lighted and ventilated, and are built to withstand severe weather.

These buildings are built entirely of pre-fabricated parts, which are shipped direct from Blaw-Knox factories. They can be quickly erected, moved, enlarged or removed in a new location, as business conditions demand. Also they can be easily converted through the use of other Blaw-Knox standard units.

Blaw-Knox buildings are furnished in

many types and all sizes and in any combination of steel windows and doors. G.I. concrete steel—the fire-resistant roof and floor—can be used over steel walls and doors or masonry side walls can be used over steel walls in certain building types. Many exclusive features developed through years of research and development make Blaw-Knox buildings the best and most economical investment for all permanent purposes.

For further information and complete details concerning the one-story purpose of building which best suits your requirement, Blaw-Knox buildings or any other type of permanent construction, write us and ask for Blaw-Knox booklet containing full information.

*Blaw-Knox Is The Original All-Steel Building*

Blaw-Knox Company, Pittsburgh, Pa.  
65 Farmers Bank Building

Branch Sales Offices: BALTIMORE, BUFFALO, NEW YORK, CHICAGO, CLEVELAND, LOS ANGELES, SAN FRANCISCO.

## BLAW-KNOX

All purpose, one story Buildings

T I M E T E L L S T H E S T O R Y

**B**LAW-KNOX all-purpose, one-story steel buildings are serving the needs of industry throughout the country. Wherever business men require fire-proof, permanent, and economical one-story building construction, they are turning more and more to Blaw-Knox for the solution of their problems.

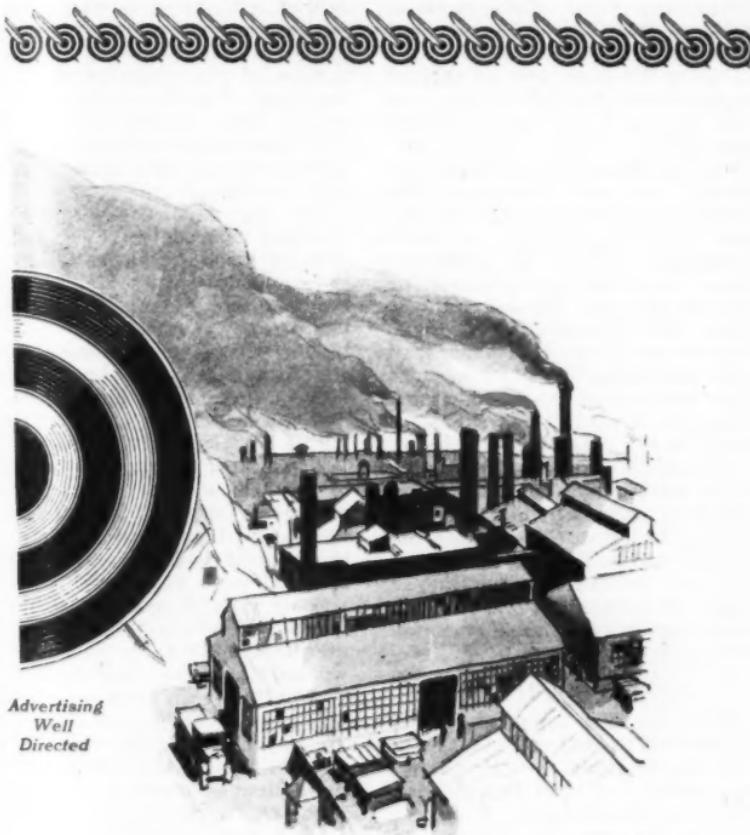
Blaw-Knox buildings are so favorably known because they are serving so well—because their users endorse them so highly—and because well-directed advertising has educated industry upon their merits and advantages.

Campbell-Ewald is privileged to number Blaw-Knox Company among its clients.

# CAMPBELL-EWALD

H. T. Ewald, Pres.  
E. St. Elmo Lewis, Vice-Pres.

Guy C. Brown, Sec'y.  
J. Fred Woodruff, Gen'l. Mgr.



Advertising  
Well  
Directed

The industrial and commercial centers of the nation constitute the wide Blaw-Knox market. Through *advertising well directed* this market is being reached effectively and economically.

## COMPANY *Advertising*

*General Offices, Detroit, Michigan*

New York  
Chicago

Toronto

Los Angeles  
San Francisco



ment are almost universally recognized as fundamental principles and are applied. Type and layout and illustrations are far more effective than formerly, due to the utilization of principles known to advertising men. Differences in pulling power of different sized advertisements, or different positions on the page, and of various pages within the publication have been measured and fairly well determined.

And speaking of advertising mediums, we now recognize that there is no one best medium, and that each has its place in some campaign. When the advertiser buys space in a newspaper or periodical today he knows who reads this medium, where these readers are located, whether and how much they pay for it, perhaps the lines of business they are engaged in, and something of their buying power and habits.

These are but a few of the facts we know about advertising, which is only one subdivision of selling, which in turn is only one of nine subdivisions of marketing. Yet they indicate that our knowledge of facts and control over conditions is far better than it was only a few years ago.

#### A STRIKING SIMILARITY

In many sales campaigns it will be decided to send out salesmen to call on the trade. What measure of control has been gained here? Examination discloses a striking parallel between the management of the sales organization and what is generally termed scientific management of the workers in an industrial plant.

The first step in each case is a job analysis and a drawing up of a set of job specifications, setting forth precisely the nature of the duties to be performed and the type of man who should be employed to fill the place.

After it is determined what type of salesman is desired, the next step is to find and hire him. Much has been accomplished in this field through the elaborated interview, the scientifically constructed application blank, and, in some cases,

by means of tests. It is possible thus to obtain a high degree of control over the type of salesman employed.

To continue the control over the salesmen after they start out into their territories it is first necessary to train them. I have not space here for an extended discussion of the principles of salesmanship. Yet any student of the subject must confess that much has been done toward reducing this interesting art to general laws and principles.

As the factory operative is equipped with the best tools available for his work, so the salesman is equipped with a specially-designed sample case or kit, advance cards, samples, an automobile perhaps, advertising portfolios; and as much care is given to their preparation and conditioning as to the making and sharpening of the mechanic's tools.

As in the factory a definite task is assigned to the worker, so in selling the territory is allotted on the basis of potential business to be obtained from it, and a quota assigned each salesman. A system of compensation is adopted which will best serve the needs of the particular case, as scientifically worked out as any task and bonus system used in paying factory operatives. While the salesmen are on the road they are stimulated to maximum effort by means of bulletins, contests, house organs, and other devices used in speeding up industrial workers. Systems of reports from the men themselves and from traveling supervisors aid in checking up on performance, just as time card and job ticket and foreman give the same results in the factory.

Still another means of gaining control over marketing conditions is that of training retail sales people. An increasing number of manufacturers are giving their attention to the improvement of retail selling, working through retail sales people.

When it is considered, then, that now the producer often has knowledge of and controls his sales force, his advertising, his

possible degree of salesmanship over the put into the necessary not sales of the much reducing al laws

ative is available salesmen especially kit, ad automobile porters given condition sharpening

ite task so in cented on ness to quota A sys adopted needs of tically bonus factory salesmen stimu means or used in workers. The men traveling up on hard and give the

gaining conditions sales number of their at of re in retail

then, en has his g, his

dealer's advertising through cut and mat services and copy suggestions, the presentation of his product by retail sales people, we are forced to concede that much progress has been made in the direction of formulating the outlines for a science of marketing by the large-scale producer.

But equal progress has been made in the retail field. The chains have discovered facts and formulated principles which have been adopted by the independent retailer, much to his benefit.

The value of a given location for a specific type of store can now be determined with a high degree of accuracy. The best interior arrangement has been found by experiment. Merchandising has been reduced almost to an exact science by many of the more efficient stores. The classification of merchandise into departments, the ideal rate of turnover to seek in each, the space to allot each department, the sources of supply for merchandise, have all been worked out and standardized to a considerable extent.

Retailers have learned to cooperate in the gathering of credit information, in exchanging experiences on various phases of their work, until facts and principles are now available which would have been kept a dark business secret, even if known, but a few years ago.

Up to this point, I have considered, sketchily to be sure, only one of the nine functions enumerated by Professor Paul D. Converse as included within the scope of the term "marketing." The others are:

Assembling, Dividing, Standardizing and Grading, Packing, Transporting, Storing, Financing, Risk Taking.

It would be possible to show progress in each of these fields equal to that which has been made in the one function discussed—that of selling.

When I hear the expression, "the science of marketing," I always compare it with the science of physics. This is as nearly an exact science as we could find, I suppose, and yet no physicist

would undertake to designate, within fifty feet, the exact spot where a sheet of paper would come to rest if I tossed it out of the window. Formerly, this was about the problem which the sales manager or other student of the market faced in sending his product forth. About all he knew was that it would gravitate downward.

In passing, it seems only fair to say that those of us not engaged in a study of the so-called exact sciences perhaps exaggerate their exactness. In chemistry, they are continually discovering new combinations of elements, and occasionally some enthusiast is blown to bits in following this exact science. As a matter of fact, chemists are in somewhat the same situation as the student of marketing; they know what will happen when they do certain things which they have done before, but they do not know what will happen when they try new experiments, and neither do they know how to bring about certain desired results.

Physics and chemistry are called exact sciences, and yet some of us not yet decrepit with age have lately learned that the atom is not the smallest particle of matter, as we were taught a few years ago. And speaking of matter and exact sciences, what is matter, anyway?

We speak of the science of medicine, and yet doctors find it difficult to agree on the same treatment for a patient, or even on the same diagnosis. Truly, trial and error still constitute the chief means for discovering truths in this field.

Geology may be a fairly definite science compared with marketing, and yet H. G. Wells tells us that "estimates of the age of the oldest rocks by geologists and astronomers starting from different standpoints have varied between 1,600,000,000 and 25,000,000." A mere difference of 1,575,000,000 years.

But, to return to our parallel with the physicist and the sheet of falling paper, even though the physicist cannot tell where the



From a  
woodcut by  
Frank Holme,  
of the  
Bandler-Log' Pre-

## Splash!—

—and then what? Does your advertisement make this melancholy sound and then sink into the waters of oblivion?

Or does it make the kind of splash you intend—and gain the public's *interested* attention?

The New York Group of the Advertising Typographers of America—the A. T. A., between friends—combines its twelve-fold skill and experience to make its mark in the very important field of Ad Composition.

**A**DVERTISING, before it makes its bow upon the stage of the nation's magazines and newspapers, must spend a short time in the dressing rooms below — must be artfully "made up"—dressed in its best.

**T**YPOGRAPHERS supervise this task according to their skill and love of the art. And when that great actor, Advertising, leaves their inky hands, to them belongs a part of the ensuing applause.

**A**MERICA leads the world in advertising. American typography has helped—a lot—to bring this about. Your advertising, we humbly suggest, might profit you a little more if an established, practical type-organization were "turned loose on it." We will hear from you some day.

**NEW YORK GROUP OF  
ADVERTISING TYPOGRAPHERS OF AMERICA  
461 EIGHTH AVENUE, NEW YORK**

Ad Service Company  
Lackawanna 8580  
Advertising Agencies' Service  
Co.  
Lackawanna 9040  
The Advertype Co., Inc.  
Longacre 6376  
E. M. Diamant Typographic  
Service  
Caledonia 6741  
Frost Brothers  
Chickering 2665  
David Gildea & Co., Inc.  
Rector 6676



Montague Lee Co., Inc.  
Lackawanna 8834  
Frederic Nelson Phillips, Inc.  
Lexington 8250  
Supreme Ad Service  
Pennsylvania 4705  
Tri-Arts Press, Inc.  
Caledonia 1987  
Typographic Service Co. of  
N. Y., Inc.  
Bryant 4483  
The Woodrow Press, Inc.  
Circle 6383

paper will land, he can experiment with explosives, figure air resistance, allow for air movements and currents, and place a thousand-pound projectile in the centre of a target fifteen miles away. The merchandiser is attaining this status. He is no longer casting his goods to the whims of the market to be carried hither and yon without any power on his part to determine their course or ultimate destination. He now puts a power behind his goods and controls the direction of their movement by trained salesmanship and by advertising. He knows his product and he aims it at a known target after having made due allowances for winds of popular demand and fashion changes and buying resistance.

He is testing the results of each attempt to hit the target, and discovering the factor which prevented a perfect score. Then he is sharing the results of his experiments with others engaged in similar enterprises, with the splendid consequence that all are becoming more expert marksmen, wasting less ammunition each succeeding year.

So, when I consider the difficulties involved, the tremendous mass of data to be accumulated and the short space of time which men have labored over the problem, I am absolutely amazed at the marvelous progress already made, and confident that future progress will be made at an ever-accelerating rate.

And when some other well-meaning critic voices his conviction that marketing never can become a science, I believe there is sufficient evidence now available to cause him to admit that there are faint signs that this end is nearer than it once was.

### W. T. Grant Company Sales Increase

The W. T. Grant Company, New York, operating a chain of seventy-three department stores, reports sales of \$25,316,334 for the year ended January 31, 1925, as against \$20,625,388 in the previous fiscal year. This is an increase of \$4,690,956 or 22.7 per cent. The company reports a profit of \$2,100,921 before depreciation, Federal taxes and bonuses.

### Changes in California Advertising Service Association

Don Curley, vice-chairman of the San Francisco chapter of the California Advertising Service Association, has succeeded August J. Bruhn as chairman of that organization. Mr. Bruhn resigned. Mr. Curley is manager of the San Francisco office of the Edward N. Nathan Advertising Agency, San Francisco.

### Has Durant Motocover Account

The Durant Motocover Company, New York, maker of Famous Fandango seat covers, has placed its advertising account with the New York office of the Lyddon & Hanford Company, Rochester, N. Y., advertising agency. A national advertising campaign in magazines and newspapers is planned.

### American Rolling Mill Sales Gain

Sales for 1924 of the American Rolling Mill Company, Middletown, Ohio, are reported at \$28,679,818, against \$26,691,234 in 1923. This is a gain of \$1,988,584. The net income for 1924 was \$2,845,055, after depreciation, Federal taxes and interest, compared with \$3,472,898 in the preceding year.

### Will Direct Western Confectioners' Campaign

The Western Confectioners' Association has appointed Crosley & Failing, Inc., Portland, Oreg. advertising agency, to direct a three-year advertising campaign to increase the consumption of candy in the market served by members of the association.

### Joins Curlee Clothing Company

H. C. Phillips, formerly with the David A. Coleman Company, St. Louis, maker of oil-paint process window display material, has been appointed advertising manager of the Curlee Clothing Company, of the same city, manufacturer of men's and boys' clothing.

### Montreal Tobacconists Planning New Campaign

Genin Trudeau & Company, wholesale tobacconists, Montreal, have appointed Purkis, Sutcliffe Ltd., Montreal, to direct their advertising. A new campaign is being prepared.

### Has Thacher Medicine Account

The Thacher Medicine Company, Chattanooga, Tenn., has placed its advertising account with the Atlanta, Ga., office of the Ferry-Hanly Advertising Company, Inc., Kansas City, Mo.

# Yes, it's true

1. *That Pawtucket and Central Falls are physically so near Providence, R. I., that many citizens do not know the dividing line.*
2. *That 140,000 prosperous workers live in these two cities and immediate suburbs in Northern Rhode Island, and nearby Massachusetts.*

## *and yet*

These people read only **The Pawtucket Times**—their home paper—almost to the entire exclusion of all other newspapers.

**Proof lies in the fact that all leading Providence merchants find it necessary to advertise extensively in**

## **The Pawtucket Times**

Net Paid  
Circulation

**27,530** During  
March, 1925

*Foreign Representatives*

**Gilman, Nicoll & Ruthman**

New York

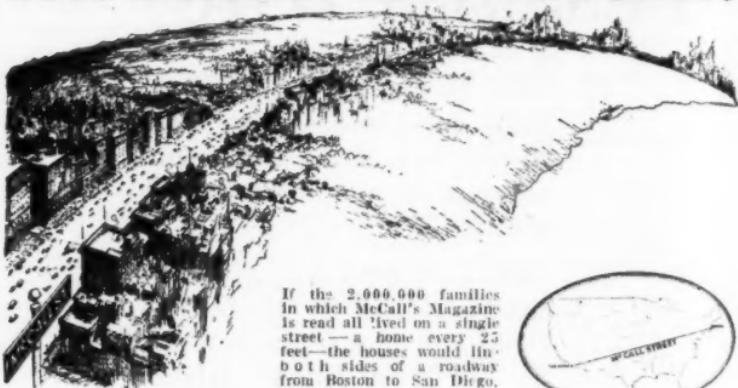
Boston

Chicago

San Francisco

Apr. 23, 1925

# Every Retail Dealer does Business on McColl Street



If the 2,000,000 families in which McCall's Magazine is read all lived on a single street — a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.

**Every merchant, everywhere,  
recognizes the influence of  
McCall's in his own commun-  
ity, among his own customers**

THE retail merchant knows about McCall's Magazine, and is conscious of the size and value of McCall Street trade. He is out to get McCall business. He recognizes the prosperous families that read McCall's. They are the type of people whose business means most to him in profit and in prestige.

McCall's Magazine is in direct contact with retailers in every city and town.

Nearly 10,000 stores sell McCall Printed Patterns. The women who buy these patterns will purchase millions of dollars' worth of dress materials and notions *from the merchants on McCall Street.*

# MC CALL'S

Over 100,000,000 separate McCall units—patterns and publications—are distributed every year. Their service to the women of McCall Street who buy the food, clothing and other commodities for these 2,000,000 families influences the retailers who profit by this great volume of trade.

There are 37,873 grocery stores on McCall Street. In these stores, millions of transactions take place every month as a direct result of advertising that appears in McCall's Magazine.

In drug stores, hardware stores, paint stores, everywhere, the influence of McCall's is recognized. It is the only kind of dealer influence that is really worth while—the influence of the *consumer* who reads about and wants the things that are advertised in McCall's Magazine. Millions of people read McCall's eagerly; they believe in its sound, helpful service departments; and they carry that intensified interest straight on through the advertising pages.

The real advertising value of McCall's Magazine is based upon the verdict of the public—the final arbiter of every business of national stature. It lies in McCall's overwhelming prestige, public acceptance and dealer influence.

THE McCALL COMPANY, 236-250 W. 37th St., N.Y.C.

Chicago

San Francisco

Boston

Atlanta

Toronto

**Over 2,000,000 Copies a Month**

**MAGAZINE**

# Making Pictures Play Second Fiddle to Copy

Scientifically Designed Light-Faced Illustrations Which Give First Prominence to All Typography

By W. Livingston Larned

**I**T has been said that the various mechanical ingredients of an advertisement are not unlike the chords in a piece of music. They can be played upon, they can be stressed or made delicate in the true order of their importance.

Sometimes it is advisable to bear down on the illustration and to place text as a mere contributory factor. Then again, it may be expedient to subdue the illustration to the point where it in no way dominates. It is to play a rather humble part in the total composition. The message is the thing. The picture is a mere echo of the theme, trailing off into dim and hazy distance. A third composition may call for equal partnership, with text and illustration sharing alike in their relative responsibilities.

One thing is certain; in layouts where the illustrative portions are kept delicate, unobtrusive and shadowy, not only is the text intensified in importance, but, by contrast with the vast majority of wash, color and heavily shaded drawings, such displays are unquestionably conspicuous. These outline pen drawings have a charm peculiarly their own, but they are exceedingly difficult to do.

The mere fact that there are few lines and a minimum amount

of detail, does not mean that the artist produces them in half the time. As a matter of fact, a well-conceived and perfectly executed outline illustration may take twice as long as a far more detailed canvas. The artist must first put all essentials on paper in pencil before he can settle down to the elimination process.

The true cleverness in such illustrations is in what they suggest rather than in what is actually drawn. Open areas of white must mean something; every line must do the work of much shading and the intricacies of the more elaborate school of drawing.

In any great museum, where specimens of animal life are created in life-like facsimile, the artisans engaged in the work must first build the complete skeleton. If this were not done, the completed product would not be technically correct.

In a similar manner, outline drawings must first be sound in those essentials of draftsmanship which will not show when the illustration is completed. In pencil, they are a guide for the artist as he skeletonizes his picture. Every line which is set down is filled with significance and feeling.

The entire anatomy of a leg and its muscular attributes may be suggested with no more than the



## COURTESY

A MUCH ABUSED WORD—COURTESY—often confused with politeness which is descriptive of superficial conduct. Courtesy comes from within. It bespeaks a fine regard for the feelings and rights of others and is better expressed in deeds than in words.

Courtesy is not a thing to boast of. It should usually pass without mention. But in this case mention is justified because courtesy is an ingredient—an inseparable component of the *extra measure of service* normal to this institution.

## The CONTINENTAL and COMMERCIAL BANKS

CHICAGO

BECAUSE THE PICTURE IS SUBDUEED  
THE TEXT IS FIRST TO  
CATCH THE EYE



Try  
it out  
here



### *The CAPITOL DISTRICT*

IN The Capitol District—  
no meritorious advertising campaign can fail  
backed by the cooperation of these two great  
newspapers.

**THE KNICKERBOCKER PRESS**  
*and*  
**ALBANY EVENING NEWS**

Apr. 23, 1925

# WHICH PAPER?

*The Strathmore 4-Group Plan Tells*

COVERS	BOOKS	JAPANS	BONDS	WRITINGS
<b>THE · EVERYDAY · GROUP</b>				
<i>Bay Path Cover</i>	<i>Bay Path Book</i>	<i>Bay Path Imperial</i>	<i>Bay Path Bond Blandford Bond Strathmore Multipoly Bond</i>	<i>Bay Path Vellum</i>
<b>THE · PRESTIGE · GROUP</b>				
<i>Alexandra Deckle Edge Narrow Width Old Cloister Cover Rhododendron Cover Strathmore Munsell Cover</i>	<i>Alexandra Book Alexandra Deckle Edge Narrow Width Blandford Book</i>	<i>Alexandra Japan</i>	<i>Alexis Bond Saxon Bond</i>	<i>Alexandra Brilliant Strathmore Snowdrift Telenian Extra Super Woronoco Damask</i>
<b>THE · DISTINGUISHED · GROUP</b>				
<i>Old Stratford Parchment Cover Strathmore Deckle Edge Narrow Width</i>	<i>Old Stratford Book Strathmore Charcoal Strathmore Deckle Edge Narrow Width</i>	<i>American Japan Parchment Strathmore Japan</i>	<i>Strathmore Deed Strathmore Parchment Woronoco Bond</i>	<i>Strathmore Script</i>
<b>THE · DECORATIVE · GROUP</b>				
<i>Aladdin Cover Araby Cover Bannockburn Cover Parquetry Cover Strathlaid Booklet Strathmore Brochure Strathmore De Luxe</i>	<i>Strathlaid Booklet Strathmore De Luxe</i>			<i>Aladdin Writing</i>

STRATHMORE EXPRESSIVE PAPERS  
ARE PART OF THE PICTURE



# THE New STRATHMORE 4-GROUP PLAN

Which paper? Which for *everyday* printing? Which for better or *prestige* printing? Which for the best or *distinguished* printing? Which for novel-appearing or *decorative* printing? The new STRATHMORE 4-Group Plan tells. It divides all STRATHMORE Papers into groups—three groups at three price levels and a fourth group of novelty or *decorative* papers. Given a price

limitation, the plan points instantly to right-priced Strathmore papers. Given a quality specification, the plan points instantly to right-qualified Strathmore paper . . . . What advertising man doesn't want to create better direct-mail? The 4-Group Plan Card (preceding page) is the new plan in use form. Consider this card an applicant for a job. A stamp hires him. Use the coupon.



WHICH SIZE CARD?	
Check which you want (or all, if you wish) and mail to us—	
STRATHMORE PAPER CO. Mittineague, Mass.	
<input type="checkbox"/> Wall size	<input type="checkbox"/> Desk size
<input type="checkbox"/> File size	
Name _____	
Address _____	

WHICH STRATHMORE EXPRESSIVE PAPER?

The 4-Group Plan tells



outline. The very texture of a garment can be hinted at with practically none of it pictured in detail. And these drawings print well; they look so sparklingly clean. But these delicate illustrations are not necessarily confined to pen and ink; equally pleasing results may be secured in other directions. The pen outline picture, for example, may be given



**W**HERE a member of the Melton Order of Grey Knights suddenly finds on a soft leather presentation book a soft leather presentation book for Adam's apple, you may be pretty sure he has found some subtle means for finger defense at a forthcoming wedding.

Perhaps something else happened to his bride's present book, for her just died him and. Or perhaps he has put her in Ivory bath.

In this kind of the firs and the last, every male should have the privilege of displaying, as well, the most commanding underneath the housewife's favorite organization official, while she gets her soap.

An Ivory Soap bath emblem does just that, a great. To the stand it brings the courage of despotism, while on the bather it brings a smile of lady sympathy.

Watson Jones in the bath, something may go wrong, unless the soap will suffice itself in some hidden groove of the ribs, or preserve a pronounced recessiveness in the status of bath, or stimulate complete consciousness to social response by nothing so simple as the same soap.

Ivory Soap is always in sight when you need it. Its rich lather is a tradition. It comes off without an immer's delay. And it has no strong color to suggest either the beauty parlor or the chemist laboratory.

We do not pretend to know what passes in your head, but certain people seem to derive their share mainly by a few good words—for instance, "I like to have Ivory for my bath."—Or—they can buy a ruler shortcoming.

Watson Jones.

#### IVORY SOAP

BY WALTER JONES

Illustration by Walter J. Jones

HERE AGAIN THE ILLUSTRATION HAS BEEN MADE LITERALLY TO TAKE A BACK SEAT

refinement and added interest, by combination with very light, open Ben Day tints, sparingly used.

Illustrations made in tempera, in tones of grey, are unobtrusive, yet always inviting to the eye, because of their unusual qualities. Black is not used and the darkest grey is no more than 50 per cent in value.

Line drawing, in which shading and solid black plays no part, can be washed in with soft tints, and interpreted in combination plate effects. If, therefore, the periodical advertiser is opposed to pen illustrations for the more artistic usages of a national campaign on good paper, any of the above methods will supply the missing ingredient of class atmosphere.

The Continental and Commercial Banks of Chicago have, for a

year, used half-pages in periodicals, and in every display the headlines, signature and copy theme are considered of paramount importance. The pictorial elements are merely used to brighten the typography and to attract the first necessary visual attention.

The artist has suggested charming costumes, period studies of groupings, in hair lines of ink. Areas are run in light Ben Day stipple, almost of the consistency of a halftone screen. By actual test, the tendency is to absorb the bold headlines and reading text before getting down to any analysis of the picture. This is precisely what the advertiser has sought.

Much the same plan and for the same identical reason, is in evidence in a tasteful series for the Bridgeport Brass Company. The story of brass has been told, merely as a "lead" for each advertisement, and historical subjects provide the illustrative theme. If it be the figure of Ajax and his brazen armor, then the small picture which tops the space is executed in mere hair lines, pen and ink, yet it suffices to embellish an otherwise purely typographical layout. The advertiser feels the need of using some bright spot to arouse that first visual interest but he is more deeply concerned with the message, which is a comparatively lengthy one.

In a Clothcraft campaign which has run for a year, the smartly tailored figures are invariably in skeletonized style. The style atmosphere does not suffer.

Likewise, the Ivory soap series, picturing men in various compositions, arbitrarily demands that the text shall be the thing, and the picture always secondary. The Ivory studies are unusually ingenious in the amount of detail which has been omitted.

If it is true that 90 per cent of current advertising illustrations are in detail and range from the original wash drawing to full-tone photographs, then this outline treatment must, of necessity, serve a useful purpose wholly aside from concentrating attention up-

on the typed message as of prior importance. An individuality is supplied for the campaign. The contrast is decided and obvious.

Simplicity is always restful to the eye, because it means less for the eye to do. The outline drawing very positively can be seen at a glance.

It was the outline technique which first made it possible for advertisers to pick out a solitary point in an illustration and feature it, over all else, merely by putting more strength into that particular point. And nothing has since been devised which has shown itself to be more effective for the purpose.

Pictures of this kind are modest. They seem to say: "I will go into the background. I will appear incidentally. I will make my presence evident only in an insignificant way. I will always be present and I will possess a certain amount of personality and individuality, but I will invariably understand that another feature has the floor."

Many advertisers do not realize that a full-strength line drawing, with many heavy black areas, can be cut down to one-half or more of its original strength, by the engraver. Some of the most pleasing results are secured in this manner. By tooling or by cutting with Ben Day, the illustration can be made to appear in one, smooth, even tone of grey.

A very adequate idea of the possibilities of the technique can be visualized by reference to motion picture titles. An action picture will appear in subdued tones, while superimposed type or drawn titles will charge thunderously forward, in black. The illustration is intended only as a means of warming up the reading matter.

There is intermittent complaint that illustrations in advertising monopolize space and interest. The very fact that over 70 per cent of advertising is picture, might tend to substantiate this grievance of those who write the copy. In the last analysis, say the copy writers, it is the argument,

in words, which makes the sale. The picture can be no more than a "come on": its purpose is to attract first attention. If then, the picture is so dominant and so self-sufficient that little attention is paid to the typography, what avails it if the most marvelous arguments are written?

Something must be said in behalf of the copy writer. The modern tendency is to submerge him and what he has to say. Unfortunately, it is not always true that the picture, considered as a separate unit, is strong enough and complete enough, to constitute an advertisement in itself.

To fill a long-felt want, therefore, comes this self-effacing type of picture, which cheerfully takes a back seat and which admits that it is no more than a touch of interest, a phantom fragment of atmosphere, which is a compromise.

Where there is something very important to say, do not allow the illustration to swagger its way through the advertisement. Far too many people, as it is, think that they have digested the meat of the story when they have read a headline and noted a picture. They "walk out on the show"—which, in advertising, as in the theatrical business, is a positive sign of danger.

### S. H. Chambers Returns to Peck Agency

Stanley H. Chambers, formerly secretary of the Dave Bloch Company, advertising agency, New York, has joined the Peck Advertising Agency, Inc., also of that city. He previously had been with the Peck agency before joining the Dave Bloch agency.

### Central Iron Advances L. F. Nagle

L. F. Nagle has been appointed assistant general manager of sales of the Central Iron & Steel Company, Harrisburg, Pa. He has represented the company for some time in Central Pennsylvania and was formerly head of the Nagle Steel Company, Pottstown, Pa.

### Leaves Wayne Tank & Pump

L. T. Swallow has resigned as advertising manager of The Wayne Tank & Pump Company, Fort Wayne, Ind.

# Circulation Built On The Rock of Reader Faith:

"It is Scripps-Howard theory that newspapers more nearly than any other form of public service organizations take on human attributes and characteristics. Sincerity is the foundation stone of their character and standing in the community. Our editors are urged to visualize their papers as upstanding, red-blooded citizens of their communities, possessing a sense of humor, a sense of proportion, a sense of decency and a love of fair play. They are urged ever to decry cynicism, encourage tolerance and never to forget that a smile has an asset value even in the midst of a fight."

—Roy W. Howard in *Collier's Weekly*, January 24, 1925

## Scripps-Howard Newspapers

Represented in the National Advertising Field by

ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

San Francisco

New Yo

Los Angeles

Seattle

Cincinnati

# Scripps-Howard Circulation Grows

*—each paper shows a gain:*

The Pittsburgh Press  
 The Youngstown  
 Telegram  
 The Akron Times-Press  
 The Birmingham Post  
 The Denver Express  
 The Baltimore Post  
 (*tabloid*)  
 The Indianapolis Times  
 The Kentucky Post  
 The Columbus Citizen  
 The Oklahoma News  
 The Knoxville News  
 The Fort Worth Press  
 The Cleveland Press

The Cincinnati Post  
 The San Francisco Daily  
 News  
 The San Diego Sun  
 The Evansville Press  
 The Washington News  
 (*tabloid*)  
 The Terre Haute Post  
 The Albuquerque State  
 Tribune  
 The Toledo News-Bee  
 The Memphis Press  
 The El Paso Post  
 The Houston Press

## Scripps-Howard Newspapers

Represented in the National Advertising Field by

**ALLIED NEWSPAPERS, INC.**

New York

Chicago

Cleveland

San Francisco

Los Angeles

Seattle

Cincinnati

# Circulation Concentrated in Houston

Net paid circulation of The Houston Press for the six months' period ending April 1, 1925, was 28,435—a gain of 1,414.

Net paid circulation for March, 1925, was—

**30,424**

The Press offers circulation concentrated in city and suburbs at only 8c a line, the lowest rate of any Houston paper. Houston is the largest city in South Texas, an important seaport and one of the richest cities in the country per capita as shown by number of income tax returns.

The Press, because of its large, concentrated city circulation, leads all other Houston papers in food and grocery advertising six days against seven, and carries more drug store advertising than all other Houston papers combined.

*To Publishers, Agencies, Advertising Clubs:*  
Your advertisement in The Press during the forthcoming convention of the Associated Advertising Clubs of the World will reach hundreds of national advertisers, agency executives and other eminent delegates.

# The Houston Press

A Scripps-Howard Newspaper

Member of A. B. C.

Represented in the National Advertising Field by  
ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

San Francisco

Los Angeles

Cincinnati

Seattle

# Advertising Must Sell "Come-to-Market" Idea to Retailers

New Kind of Selling Developed Since War Brings Crisis That Means A New Type of Business-Paper Advertising

By C. M. Harrison

A WESTERN sales manager, commenting on the article "Is Sales Effort Slipping as Production Jumps?" in the March 12 issue of *PRINTERS' INK*, makes this remark:

"You are entirely right in your contention that a sad state of over-production exists in nearly all lines of merchandise; that this calls for more economical distribution and that properly administered advertising can bring about such distribution.

"Now, then, just what type of advertising is called for under these circumstances?"

To get the right angle on this problem it is necessary to definitely determine whether over-production of merchandise is such a serious matter as has been stated in *PRINTERS' INK*.

The answer is that it is vastly more serious. Go where you will—to flour mills, hosiery mills, manufacturers of knit goods, clothing or women's ready-to-wear—go to almost any production unit and the same old story will be encountered. Too much merchandise and too many concerns making it.

The condition has been brought about not altogether on account of enthusiasm over the 1925 outlook or a policy of producing goods without proper regard for selling capacity. High selling prices for the last few years have created a serious multiplication and duplication of manufacturing activity.

A Minneapolis miller tells *PRINTERS' INK* that if all the flour mills in the United States should work at capacity for about three and a half months they would produce enough flour for the whole country for a year.

The publisher of a dry-goods paper is authority for the state-

ment that in the knit goods fields there are between three and four times too many spindles. In other words, the production capacity of knit goods factories is nearly four times greater than the market can absorb. Over-production extends through the entire textile industry.

It is no wonder that flour producers are frankly apprehensive and sweater manufacturers suffering. These are only two instances out of the many that could be cited. The presentation in this respect need not be drawn out further. Everybody engaged in competitive selling knows the condition all too well.

## COMPETITION WILL ELIMINATE THE UNFIT

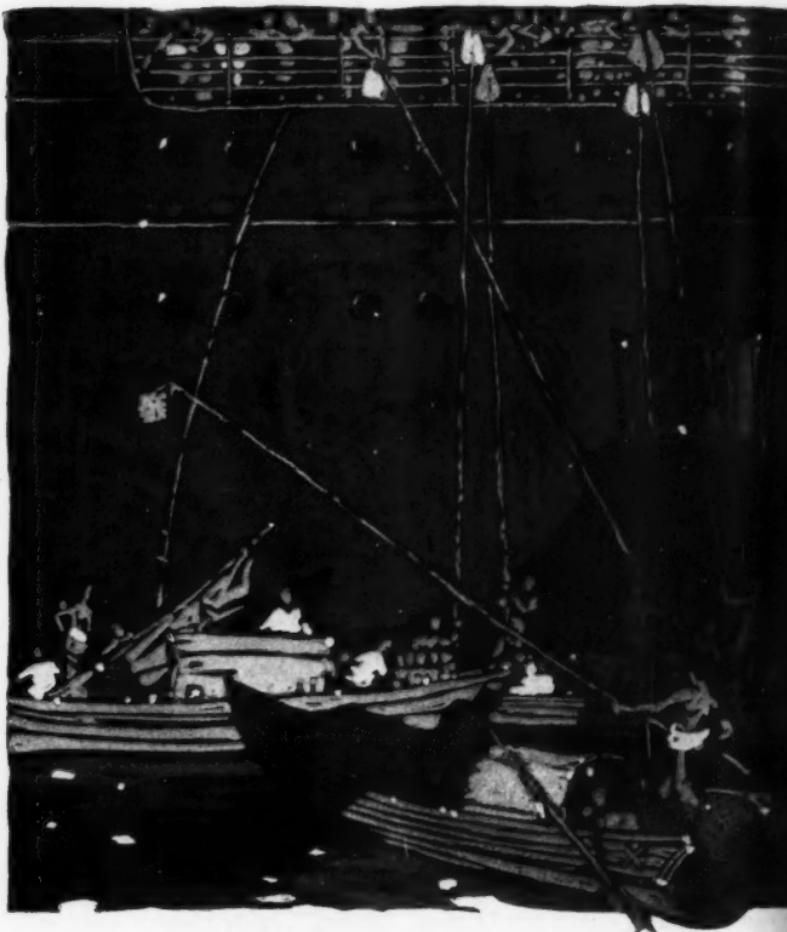
Of course, it is inevitable that a lot of this duplication of production has to be done away with. Competition will take care of that. The process of elimination is working already, for that matter, and has been working. During the last five years, for example, 3,600 manufacturers of women's ready-to-wear have quit business, either selling out to competitors or going broke. We have seen automobile manufacturers fall by the wayside on account of over-production. Today, seventeen companies sell 96 per cent of all the cars.

Over-production, then, is an absolute fact and not a figment of the imagination. It means that a number of manufacturers are bound to be forced out of the running. Many manufacturers, however, would not be headed in this direction if they would try to comprehend the startling changes in retail buying that have occurred the last few years.

Failing to grasp these developments, they are either misapplying

Apr. 23, 1925

Apr.



## Distinctive & Original

Your competitor more than likely made a big success with his advertising because he had the nerve and shrewdness to get out of the rut and do things which were distinctive and original. Imitate his METHOD; not his advertising. There are plenty of things for you to do that your competitor haven't done—good, sensible, profitable things. We can help you discover or invent them.



**ESTH RIDGE ASS'N of ARTISTS**

New York Studios

23 East 26 St.

Telephone

Ashland 882

125  
Apr. 23, 1925

PRINTERS' INK

131



nal

cess w  
ndness  
ctive a  
g. Th  
competi  
can h

ST  
one  
882

0012

# Los Angeles Times

*Eastern Representative:*

**WILLIAMS, LAWRENCE & CRESMER CO.**

225 Fifth Avenue, New York

360 North Michigan Avenue, Chicago

## Circulation

# 96%

## Home-Delivered

# Los Angeles Times

*Eastern Representative:*

**WILLIAMS, LAWRENCE & CRESMER CO.**

225 Fifth Avenue, New York

360 North Michigan Avenue, Chicago

their advertising or are not using enough of it.

One of these important developments—the most important of all, perhaps—is that buying has become more of a go-to-market proposition, especially in those lines of merchandise where style is a factor. This is largely responsible for so many small orders. Manufacturers have ascribed the so-called small order evil to the retailer's timidity and an exaggerated application of the turnover principle, whereas it is largely a natural outgrowth of new buying customs. Manufacturers and jobbers of millinery and women's ready-to-wear tell PRINTERS' INK that retailers who formerly visited market twice a year now make the trip many more times—some of them as often as twice a month. Jumping from two to twenty-four buying trips in a year is something difficult to believe, when one remembers the conservatism in that respect that the average retailer has always practiced. Yet this is the actual condition, as PRINTERS' INK has discovered it after a thorough inquiry that was started with considerable skepticism.

What does it all mean?

It means that manufacturers catering to national trade must widen their distribution facilities through warehouses or the establishment of branches, and thus facilitate the dealer's trips to market. It means that advertising has got to be administered more upon the basis of getting the dealer to visit the market and see the goods rather than selling them to him direct. Business papers will prove to be an important influence in bringing this to pass.

There are three ways, and three ways only, to sell merchandise to a dealer:

One is through salesmen who visit him in his store.

Another is through catalogues or other direct-mail matter.

The third is by the sample room or stock room method which can be employed when the dealer visits market.

Now, then, advertising is not

to be used primarily as a means of bringing direct orders. It is a force to be employed in creating consumer or dealer acceptance and therefore to help sell. Advertising prepares the way for the sale but in general it is a poor closer.

Manufacturers, knowing and recognizing the truth of this principle, have been using advertising to supplement, and make more forceful, the work of their salesmen. What many of them need to do in the present emergency is to place more advertising force back of the come-to-market idea—and of course have distribution facilities such that visits to market may be made with a minimum expenditure of time and money.

This latter kind of selling is the least expensive of all because it costs less in the first place and because it produces the biggest sales volume. Thus it operates in two directions to cut down distribution overhead. The experiences of many successful firms prove that a great deal more advertising effort is required to sell a dealer his goods direct than to induce him to come to market and buy them himself. Too, he buys less merchandise by the more expensive method.

The thing to do, then, judged by the present tactics of some of the country's biggest concerns, is to foster and promote the come-to-market idea as never before.

#### CHANGES IN MILLINERY SELLING AS AN EXAMPLE

A little study of what is going on today in the millinery and women's ready-to-wear business will serve to make the application plain.

Three large millinery manufacturers, with national distribution, all located in the same town, are suffering severely from lack of business volume. One is steadily losing money at a rate that seems to make disaster imminent. Another has sublet several floors in his building because he has no immediate use for the space. He can make more money renting it than using it. The third, bigger than either of the others, believes

he can see a way out of his difficulties.

After much study of the reasons behind the sensational slump his business has experienced during the last year—and he was not a little astonished at the drop, regarding his enterprise as being firmly established—he has concluded that at least one reason why tribulation has come to him is because he has misread the significance of the amazing growth of the come-to-market idea.

He is an enthusiastic believer in advertising. He knows advertising can lower distribution costs, through increasing sales volume. He has thought all along that his advertising was of a kind that would work that way. But it did not, because he exerted it in the wrong place. He has been using his business-paper advertising almost exclusively to back up the work of his salesmen in the field. Retailers are not buying millinery so much from salesmen these days and the manufacturer did not know it. His advertising, therefore, while good enough and put out in good faith, did not bring the results because he did not read market trends correctly.

The outcome has been that a startling number of this manufacturer's oldest customers, located at some distance from his main distributing point, are buying millinery of local jobbers and manufacturers. They are buying it, not from salesmen, and not directly through any kind of advertising, but are going to market in person and making their selections.

What do we see in the millinery business as a part of this development? Nothing more or less than small millinery manufacturers and jobbers springing up all over the country to take care of what really amounts to a local come-to-market business. In St. Louis alone there were seven wholesale milliners less than seven years ago. Today, there are forty-three. They came into being because of the steadily increasing number of buyers visiting the St. Louis market as a result of the new buying

idea just outlined. They saw opportunity and went after it with the result that St. Louis has now become one of the greatest millinery distribution points in the country.

While all this was going on, the large manufacturer we are speaking of here went ahead with his salesman method, mistakenly centering his business-paper advertising to that end. But now, realizing what has happened, he has reversed himself. He has one distributing branch aside from his main factory. He is preparing to add nine more, locating them at strategic marketing points through the country—an adaptation of the warehouse idea—and will advertise vigorously purely in an institutional way. His object will be not to sell goods directly through the advertising because he knows millinery is one of the considerable number of lines that cannot be sold resultfully that way. He will advertise to bring retailers to market. And, through his branches, he will be near enough to the retailer to make such visits profitable.

#### COST WILL DROP

It probably will be urged that in following this plan he is adding enormously to his present distribution cost. But he will add enough volume to make the cost lower than it is now.

During 1924, as we all know, the ready-to-wear business was in a bad way. Many concerns in the line failed and complaints about stagnant trade were almost universal. That very year, however, brought to Max M. Kann, a large Chicago jobber of cloaks and suits, a bigger and more profitable volume of sales than he had previously enjoyed in any two years.

From the start of his enterprise, Mr. Kann pursued the usual method of selling through salesmen and backing them up with advertising. The principle of taking the goods to the retailer was pushed by him even to the extent of sending trucks of merchandise to call on dealers in States adjacent to Chicago. When

# *The Shopping Place of Millions*

A UNIQUE map visualizing the location of most of the prominent retail stores in the busiest shopping districts in New York—districts that include such famous business arteries as Fifth Avenue, Broadway, Madison Avenue, 42nd Street, 34th Street, and 14th Street.

*The Shopping Place of Millions*



Printed in twelve colors—one for each of the twelve kinds of stores. When unfolded the map measures 34 x 44 inches.

The stores shown are those that advertise in *The Sun*. Because of the wide use of *The Sun* by the retailers of New York, the advertisers shown on the map include nearly all of the well-known shops in New York.

"The Shopping Place of Millions" will prove of interest to advertising executives, sales managers and advertising agency men.

It will be sent to executives who request it on office stationery.

**The**  **Sun.**

280 Broadway

New York

the slump came in 1921, he suffered with the others. Finally, early in 1923, correctly interpreting the come-to-market trend, he changed the whole theme of his business-paper advertising. His appeal was institutional, designed to bring his customers into the house. They came and bought.

So much for one angle of how advertising works, or can work, to reduce distribution cost. It is a simple matter, after all. Styles change often and rapidly. The retailer has sensed (and it must be admitted that this is one thing he has figured out for himself) that in frequent or even numerous trips to market there is a big advantage for him that cannot be duplicated by the salesman method or any other method. The manufacturer gladly welcomes the change, knowing that this kind of selling is just as good for him as it is for the retailer. It costs him less money even if his volume does not grow. But when it does grow, and it actually does, he begins to see the profit-yielding advantage of ascertaining the most economical selling method and then pressing it.

The other angle of how advertising works to make distribution more economical is seen in the retail store.

The average overhead of department stores, meaning selling cost, is 30.7 per cent. The gentleman who pushes your door bell in an effort to sell you hosiery, aluminum and a long list of other merchandise is under an overhead cost of about 50 per cent on sales. His merchandise may be as good as that offered by the department store. It probably isn't. But it may be. The advertising that backs him up is perfectly good, judged in the abstract, and the mediums in which it runs as resultful as any.

Why, then, the difference? The department store is downtown, perhaps miles away from the customer. The canvasser takes the merchandise direct to her door, rendering some of the much vaunted "service" which we hear so much about these days. Yet

she goes to the department store for the same reason that the retailer goes to market. Recently, the Chicago newspapers carried full-page advertisements by Marshall Field & Company and Carson Pirie Scott & Company. The advertisements were of a kind that could not possibly yield a dollar's worth of direct business. They discussed lines and styles and showed pictures of merchandise. The message was purely general and of a kind that could have only one object, that of getting women to visit the store. Without a doubt thousands of women visited the two stores the following day. Every retailer knows what happens in a case of that kind. The volume brought in by such advertising accounts for the department store being able to show a lower overhead than the canvasser. The canvasser operates under the same advertising method as does the manufacturer who depends wholly upon salesmen.

#### HERE IS THE EXPLANATION

The store keeps up an elaborate establishment in an expensive downtown location. It has to pay an army of salespeople. Yet its overhead is less than that of the peddler. The difference lies in the fact that it advertises to bring people to the goods rather than sell them goods direct. Then they buy more in volume, with a consequent reduction in the selling cost.

Does all this mean that the salesman system, with the advertising that supplements it, should be abandoned? To advocate such procedure would, of course, be ridiculous. But the come-to-market development is brought out here in detail as a matter of news for one thing and to start the individual manufacturer to wondering if his decrease in sales volume may not be due to a failure properly to recognize and act upon this unmistakable change. Maybe the condition fits in and maybe it does not. If he is making anything in the line of apparel it doubtless does. To apparel might be added a general mer-

# 105,819

Paid Copies of Ohio's Greatest Home Newspaper, the  
**Columbus Evening Dispatch**

**Are Delivered Daily, All But a Small Fraction Into Responsive Central Ohio Homes**

Constantly Growing Public Favor Is Shown  
 by Sworn Government Reports—A Gain of  
 33,285, or 45%, in Four Years

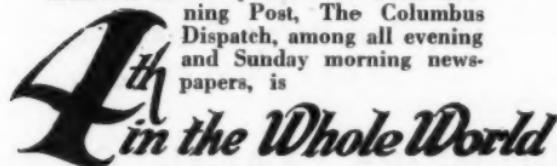
**Government Circulation Reports:**

April 1, 1922	-	-	-	-	72,534
April 1, 1923	-	-	-	-	86,427
April 1, 1924	-	-	-	-	94,150
April 1, 1925	-	-	-	-	105,819

The homes of these new readers placed side by side on 40-foot lots, would extend 252 miles.  
 Imagine a city street from Columbus to Zanesville—on over the hills to Wheeling, West Virginia—on to Wash-

ington, Pennsylvania, to Uniontown and over the Allegheny mountains to Cumberland, Maryland and you realize the host of homes that four years has added to the Dispatch clientele.

Facts like these partially explain why, by the official advertising lineage measurements made by the New York Evening Post, The Columbus Dispatch, among all evening and Sunday morning newspapers, is



**4<sup>th</sup> in the Whole World**

**THE \$1,500,000.00 NEW HOME OF THE  
 DISPATCH IS NEARING COMPLETION**

**Harry R. Young**  
Advertising Director

**O'Mara & Ormsbee, Inc., Representatives**  
New York, Detroit, Chicago, San Francisco

# *In Dayton!*

The National  
**Space Buyers Choice**  
*is*  
**The Dayton News**

In March, 1925, the Dayton News carried 12,922 more lines of National Advertising than all other Dailies combined.

Total Net Paid Circulation for March

**50,217**

Net Paid Circulation in the City of Dayton  
 Alone for March

**35,668**

Dayton's present day estimated population 175,000.

*The Best "One Paper Buy"  
 in any Ohio city.*

## THE NEWS LEAGUE OF OHIO

Splendid combination rate offered, incorporating  
 The Dayton News—The Springfield News—The Canton News

New York City  
 I. A. KLEIN  
 50 East 42nd St.

Chicago  
 I. A. KLEIN  
 410 No. Michigan Ave.

chandise list of surprising size. How must advertising be put to work so as to cut down distribution cost?

This way:

By ascertaining the kind of selling that is most economical, judged both by initial cost and power to produce volume, and then applying that advertising specifically and concretely to promote that kind of selling.

Getting the dealer into market seems to be that kind, viewed from both angles. Those manufacturers, and there are many of them, who are centering the efforts of their traveling representatives and of their business-paper and direct-mail advertising to this end are the ones who are making the most money now and are bothered less by over-production and its attendant evils.

When the dealer comes to market he is likely, under present circumstances, to go bargain hunting—a process the garment trade calls "sharp-shooting." The thing to counteract this influence is forceful and consistent institutional advertising administered on the basis of the long-time pull. The manufacturer, with over-production and uneconomic competition crowding in on him from all sides, cannot afford to trust his fortunes to the sharp-shooter trade. He has too much of it already. He has got to see clearly the new buying trend and advertise in accordance. Then he will begin to get his head up above competition and his distribution cost will start falling as his volume grows.

### Steamer Account for Milwaukee Agency

The Pere Marquette Line Steamers, Milwaukee, has placed its advertising account with Klaa-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. Newspapers and magazines will be used for this account.

### White Motor Sales

The White Motor Company, Cleveland, Ohio, reports gross sales of \$4,574,737 for 1924, compared with \$4,876,606 for 1923. A net income of \$4,084,248 is reported, after charges, against \$6,964,665 in the previous year.

### Business-Paper Campaign for Blystone Company

The Blystone Manufacturing Company, Cambridge Springs, Pa., maker of Blystone mixers, lift trucks, tile machines, product plant equipment, etc., is featuring its Blystone automatic moulding machine and Blystone plaster mixer in a current business-paper and direct-mail campaign. The company has made application for registration of its trademark "Dry Wall" which it has used in connection with Dry Wall Tile for many years.

### New Account for Yost, Gratiot Agency

The Harry L. Hussmann Refrigerator Company, St. Louis, manufacturer of the Hussmann Freezer display counter, has appointed Yost, Gratiot & Company, St. Louis advertising agency, to direct its advertising. An advertising campaign will be started in May, using magazines, trade publications and direct mail.

### New Advertising Business at Indianapolis

W. S. Akin, formerly manager of financial and insurance advertising of the Indianapolis Star, has started an advertising business under his own name at Indianapolis. Associated with him is Claude R. Lehr, owner of the Comet Art Service, also of that city.

### Roy Simmons with Utah Gas & Coke

Roy Simmons, recently with the sales staff of Stevens & Wallis, Inc., Salt Lake City advertising agency, has been appointed public relations officer of the Utah Gas & Coke Company, also of that city.

### Gain in International Harvester Profits

The International Harvester Company, Chicago, reports net profits of \$13,037,395 after taxes and all charges for the year 1924. This compares with \$10,274,376 in 1923 and is a gain of \$2,763,019.

### Joins Chilton Advertising Agency

W. L. Haganan has joined the staff of the Chilton Advertising Agency, Dallas, Tex. He was formerly with the Columbian Dry Goods Company, Houston, Tex.

### Joins McGraw-Hill

R. D. Mansfield has joined the marketing service department of the McGraw-Hill Company, Inc., New York. He was formerly an account executive with Bissell & Land, Inc., Pittsburgh advertising agency.

# National Advertisers to Discuss Radio Advertising

Its Status as a Medium to Be Determined at Chicago Meeting

MONG the many important advertising and merchandising problems to be discussed at the semi-annual meeting of the Association of National Advertisers, Inc., is the subject of radio advertising. Advertisers who have used this medium will tell of their experiences, after which the subject will be open for general discussion.

One session that promises to yield much valuable information on the experiences of successful advertisers will be devoted to a discussion of noteworthy campaigns which will be described by their directors.

The meeting will be held at the Edgewater Beach Hotel, Chicago, on May 6, 7 and 8. A tentative outline of the program follows:

E. D. Gibbs, of the National Cash Register Company, will speak at the morning session, May 6, on "How the Advertising Department of the National Cash Register Company Helps the Sales Department Get Business."

The afternoon session on May 6 will be devoted to a discussion of ways of strengthening the chain of distribution. The speakers and their topics will be: Mr. Garver, of Garver Brothers, Strasburg, Ohio, "How National Advertising Looks to the Man Behind the Counter"; J. M. Townley, Townley Metal & Hardware Co., Kansas City, "Looking Both Ways at National Advertising—A Jobber's Viewpoint"; J. M. McIver, Edison Lamp Works, "Dealer Helps that Really Help"; W. K. Towers, Paige-Detroit Motor Car Co., "Securing Dealer Co-operation for the Manufacturer's Advertising," and R. D. Baldwin, Simonds Saw & Steel Co., who will talk on "Getting Closer to the Dealer through Direct Mail from Branch Offices."

The morning session on May 7 will be given over to a description of several outstanding advertising campaigns. The speakers will be: F. H. Camp, Log Cabin Products

Co., "The Log Cabin Syrup Campaign"; A. D. Welton, Continental and Commercial National Bank, Chicago, "Advertising a Bank and Its Service to the Public"; P. B. Zimmerman, National Lamp Works, "The National Lamp Works Better Lighting Contest"; Eben Griffiths, Vacuum Oil Co., "The Gargoyle Mobiloil Campaign"; W. S. Rowe, Estate Stove Co., "The 'Build-Without-a-Basement' Campaign," and H. M. Bourne, H. J. Heinz Co., whose topic will be "Simplicity, the Key-note of Heinz Advertising."

"Getting the Most out of Newspapers" is the general topic assigned for the afternoon session on May 7. M. B. Bates, Life Savers, Inc., will talk on "Newspapers as the Backbone of the Life Savers Campaign," and Carl Gazley, Yawman & Erbe, Mfg. Co., will have for his subject, "A Frequently Overlooked Market—Your Own Home Town." E. M. Swasey, New York *American*, will speak on "How to Communityize Your Advertising," and Bennett Chapple, American Rolling Mill Co., will tell about "The Armco Town." A speaker, to be announced later, will talk on "How a National Advertiser Can Get the Most Out of Newspapers."

E. R. Smith, Fuller Brush Co., will address the morning session on May 8. His subject will be "How Six National Advertisers Co-operated to Set up Sales Quotas." The problem of radio advertising will come up for discussion at this session. The speakers will be A. C. Lang, Gold Dust Corporation, L. A. McQueen, B. F. Goodrich Rubber Co., and another speaker to be announced.

Glenn Muffley, Commercial Research Laboratories, also will speak at this session on "An Engineering Analysis of Advertising."

The semi-annual dinner of the association will be held on the evening of May 7.

SS

ing  
Cam-  
Bank,  
ink and  
"; P.  
Lamp  
Lamp  
ntest";  
il Co.,  
Cam-  
Stove  
-Base-  
H. M.  
whose  
Key-  
News-  
ic as-  
ession  
Life  
News-  
of the  
d Carl  
Mfg.  
ct, "A  
rket—  
E. M.  
n, will  
mityize  
ennett  
Mill  
Armc  
e an-  
"How  
Get  
."  
h Co.  
ession  
ill be  
rtisers  
Sales  
radio  
r dis-  
speak-  
Dust  
Queen,  
, and  
ounced.  
I Re-  
will  
Engi-  
using."  
f the  
in the

**first in circulation  
in the  
Evening Field**

*with*

**97,175**

*Leading the nearest competitor by*

**31,726**

*It blankets  
San Francisco*

*City circulation practically equals total circulation  
of its nearest evening competitor*

**THE CALL**

**first**

**in net paid  
advertising lineage  
*over all***

**San Francisco Papers  
*in the six day field*  
during 1924**

*leading its nearest competitor by*  
**1,787,281 LINES**



# The Open-Letter Idea Gets a New Lease on Life

An Oldsmobile Distributor Uses This Old Idea in a New and Profitable Way

By James True

THE open-letter idea is antique. But that doesn't mean that it cannot be given a new lease on life. In fact, this is exactly what Dick Murphy, Inc., has done. This Washington, D. C., distributor of the Oldsmobile has taken the ancient and decrepit open-letter idea, revamped and rejuvenated it and has been running a local newspaper campaign which has attracted an exceptional amount of favorable attention.

The copy slant developed by R. J. Murphy warrants observation for at least three reasons. One: It will suggest to a number of manufacturers, new advertising campaigns for use by their dealers which will provide the retailer with the local color he demands. Two: It points out a novel method of tying up the name of a corporation with the product advertised, making the two synonymous in the public's mind. Three: It secures a certain amount of additional advertising which the original advertiser does not pay for—but which is, by no means, free publicity.

Mr. Murphy used about 12,000 lines of space in two newspapers, over a period of five months. However, during that time, two weeks were devoted to trying out a word puzzle idea, and another form of copy was used for a like period, so that the actual time of the open-letter campaign was four months. The cost was approximately \$1,000 a month.

Publication of the series began early last October. As a rule, the letters were set in boxed spaces of 200 lines, and were run three times a week in each paper. They were addressed to prominent merchants, professional and business men. The following is a fair sample of the text:

*Letter to King Cornwell,  
Grocer, from Dick Murphy,  
Oldsmobile Dealer.*

Dear King:

Getting those tasty candies out of a box of Cornwell's Matinee Mints is a pleasure equaled only by getting in an Oldsmobile Coach.

Speaking of mints—think for a moment of the enjoyMINT you can get from an Oldsmobile Six. People of famously good judgMINT compliment it as an economic means of divertMINT.

Just as sugar, butter and coffee are staples in your grocery business, and everyone comes to you expecting you to provide them—so we've taught the riding public to come to Oldsmobile expecting superb six cylinder power, greatest mileage and genuine excellence in car comfort and fittings.

Knowing to what far reaching extent package goods must interest you, King, I want you to let me show you the finest little package of road pleasure that ever wrapped itself in a permanent Duco finish. When do we ride?

Yours at all hours,

DICK MURPHY.

P.S.—Only \$426 down and \$71 a month makes getting an Oldsmobile Coach as easy as getting an appetite for Cornwell's pastries.

DICK MURPHY, INC.

R. J. MURPHY,  
President.

Others were headed "A Letter to Charles Corby, Baker, from Dick Murphy, Oldsmobile Dealer" and "Letter to Henry Litchfield West, Golf Editor, from Dick Murphy, Oldsmobile Dealer," and so on, covering a list of men well known in Washington.

In discussing the plan, Mr. Murphy explained how it was developed, told of several surprises it produced, and offered some excellent advice to those who adapt and use this advertising idea for other lines of business.

He said that it occurred to him last summer to write the business men of Washington about Oldsmobile in terms of *their* business, not in terms of either the car or of Dick Murphy's business. The objections to mailing the letters

**RED MAN**

The mild  
mellow chew

**Straight to  
Your Market**

From the stores of your dealers—where your goods are actually on sale—the message of Ing-Rich signs speeds straight to the minds of those who could and should buy your product—

"Here is the merchandise you want—Come in and buy!"

Ing-Rich signs are Permanent and Impressive. Their brilliant colors executed in everlasting porcelain fused into a sheet steel base make a sign that will last for years and represent you effectively every minute of the time.

A catalog illustrating many other well-known Ing-Rich signs is yours for the asking. Also a miniature specimen sign. Write for both.

Ingram-Richardson Manufacturing Co.  
College Hill, Beaver Falls, Pa.



**ING-RICH SIGNS**  
*Fadeless Publicity in Everlasting Porcelain*

*The*  
**4 th Market in  
 Massachusetts**



Make it produce  
 more sales for you

Every sales campaign which includes New Bedford reaches a concentrated group of prosperous buyers,—regular purchasers of nationally-advertised products. You can cover this 4th largest market thoroughly with a single newspaper—the Standard Mercury. The Standard Mercury is read in over 30,000 homes, right where you have the best opportunity to increase your sales. And best of all, you get the benefit of this wide circulation at a flat rate of 10 cents a line. Your advertisements can be beautifully reproduced in the Sunday Standard Mercury ARTGRAVURE section for 20 cents a line.

When you plan your next advertising in Massachusetts, let us show you how the Standard Mercury can build up your distribution in New Bedford. Write direct to us or to our representatives.

**NEW BEDFORD  
 STANDARD MERCURY**

National Advertising Representatives  
 CHAS. H. EDDY COMPANY

BOSTON

NEW YORK

CHICAGO

were the cost of writing a separate piece of copy in almost every instance and the slight chance of finding prospects in the market. After considering these objections, it was decided to publish the letters in the newspapers in the expectation that many besides those addressed would read them.

"My advertising problem was rather unusual. I took over the distribution of the Oldsmobile about eighteen months ago. Previously, for six years, I was the Washington distributor for another make of car, and that business was fairly well advertised.

"Experience had taught me that it was advisable for me to tie up my name with that of the car as quickly as possible. This seemed necessary not only because of the old connection, but also because prompt sales from the manufacturer's national advertising required that every reader of it in my territory be informed as to the name and location of the local distributor.

"We thought that these desired results would be accomplished, in some profitable measure, by the open-letter idea. We made up a list of prominent men, some of them advertisers and most of them my friends, and began the series. In one paper, we published the letters on Monday, Wednesday and Friday, and in the other on Tuesday, Thursday and Saturday. This schedule proved to be well planned, for, we later learned, it gave a great many people the impression that we were in both papers every day.

"Before the campaign had run a week we were furnished our first surprise. One of the men we addressed replied to our letter, using the same space and style of copy. Soon this became the established practice, and during the first three months of the campaign the majority of those we addressed reciprocated and published interesting letters. The subject was invariably the same, and since the replies always emphasized the features of our letters, we believe that they were almost as effective as our own advertising.

"I suppose the newspapers solicited the replies, and I've heard that the campaign served to encourage several business men to use newspaper space for the first time. However, I didn't consider that as any of my business. What interested me is that during the first three months, the published replies expanded our campaign by at least 5,000 lines with no additional expense to us."

Among a score or more of letters and the replies they brought, a typical pair are to and from Henry Brawner, an official of the Chestnut Farms Dairy. The Murphy advertisement reads thus:

Dear Henry:

It takes more than a college education for a fellow to get the cap off a milk bottle without a splash. But getting into the Oldsmobile Coach is a simple matter—one with compensations you should have.

A daily quart of milk builds a healthy body and complexion. The body Fisher built for Oldsmobile is beautifully proportioned, while the Duco finish puts an added complexion on Oldsmobile value. She's the "cream" of sixes, and once you know her you'll have none "butter."

Let me take you around in the Coach for a day, Henry, and there won't be a point about it that'll get "pasteurized."

Yours at all hours,

DICK MURPHY.

A few days later, an advertisement appeared in the papers which bore the caption, "Henry Brawner Answers Dick Oldsmobile's Letter." The following copy was printed on a letterhead of the Chestnut Farms Dairy:

Dear Dick:

As long as you're a regular customer, I'll let you drive me in your Oldsmobile Coach to our new pasteurizing plant when it opens.

All the horse-power in your motor cannot equal the cow-power in a quart of Chestnut Farms Milk. When you "exhaust" your strength, "throttle" a milk bottle with a firm "clutch" and "intake" the contents. It puts the "brakes" on body "depreciation" and is a "generator" of energy. It's a "fender" of that "tired" feeling and will make you a "radiator" of health.

Nothing better than our butter, Dick, to lubricate the breakfast toast. For "high-test fuel," try our cream for your coffee and cereal. If this doesn't drive you away, drive around. Can you get here as promptly as we deliver milk?

Yours,

HENRY.

While Mr. Murphy admitted that the copy of some of these

Apr. 23, 1925

letters was open to criticism because of its flippancy and far-fetched figures of speech, he explained the necessity of writing the letters in such a way as to interest the greatest possible number of newspaper readers. And, from the first advertisement, there were many indications of the growing popularity of the letters.

"Before the campaign was two weeks old," Mr. Murphy said, "the office force was kept busy answering letters and phone calls regarding the advertising. Wherever I went, I was asked if I was the Dick Murphy who was writing the letters in the papers. To this day, I'm seldom introduced to anyone who does not immediately question me regarding some phase of the advertising.

"Soon, my fourteen-year-old son reported that the letters were the liveliest topic at his school, and that they were causing endless schoolyard discussions. After every shopping tour, my wife told me that, whenever she gave her name, the sales girl asked the usual question or made some com-

ment regarding the letters, usually with a smile.

"Our second surprise was the apparent universal appeal of the copy. My bankers and lawyers and countless friends mentioned the letters in a way to denote that they were carefully following them. All of our employees were questioned and bantered about the series. If the selling value of the advertising had been as great as the attention and interest value, we wouldn't have been able to get enough Oldsmobiles to fill the orders.

"The doctors were something of a problem. They are frequent car buyers; but, because of the ethics of their profession, we could not address them as individuals. So we addressed their profession with letters under headings like, 'Doctor, You Must Operate!' and 'Doctor, Diagnose This!' There were several letters of the kind, and they seemed to lose little by their more general appeal.

"We also took advantage of the great interest in the World Series last fall, and, after the most dra-

## *made by GRAMMES*

1875  
Our Fiftieth Year  
1925



Two-Tone  
METALLIC LABEL

WHERE quality and distinctiveness are requirements—as with Barnes, Crosby Co., nationally known Photo-Engravers—Grammes' two-tone Metallic labels "tell the tale." Printers, Publishers and Advertising Agencies also turn to Grammes for metallic creations.

L. F. GRAMMES & SONS ~ INC. ~

New York Office  
3412 Woolworth Bldg.



370 Union St.  
Allentown, Pa.

*Mfrs. Metal Specialties, Name Plates, Display Devices, Advertising Novelties*

*Net Paid*  
**Circulation of  
THE ST. LOUIS STAR  
for March, 1925**

**47897**  
Copies per day

*The Highest Monthly Average  
Daily Net Paid Circulation in the  
History of THE ST. LOUIS STAR*

**Advertising Record!**

The St. Louis Star showed  
an advertising gain of  
approximately 50,000  
lines in March, over the  
same month last year.

*National Advertising Representative  
THE S. C. BECKWITH SPECIAL AGENCY*

Apr. 23, 1925

# Extension Magazine

*Congratulates the*  
**AMERICAN ASSOCIATION  
OF ADVERTISING  
AGENCIES.**

for the initiation of their great investigation relative to a qualitative analysis of magazine circulation, which is now being made by their Department of Research, under the supervision of Mr. Daniel Starch, the first phase of which will be completed this year.

*We offer our sincere co-operation*

**ELLWOOD TANSEY**  
*Advertising Manager*

**General Offices, 180 N. Wabash Ave.  
Chicago, Illinois**

matic games, addressed special letters to the star ball players. This, we think, added interest to the campaign, since it aroused a great deal of comment. And there is not the slightest doubt that the campaign as a whole was worth every cent that it cost."

Although the advertising accomplished even more than was expected when the campaign was planned, Mr. Murphy is of the opinion that it would have been vastly more productive for a more frequently purchased and less expensive product. His sales for January and February of this year ran 46 per cent ahead of the business for the same period last year. However, he has found it difficult to trace many of the increased sales to the influence of the letters. He has concluded that the campaign ran too long, and offered some excellent information, gained through his experience, which will be of value to anyone who plans a similar series of advertisements.

#### A BASIS FOR FUTURE ADVERTISING

"Our objective," he said, "was to tie up the name of the company with that of the car, and it has been accomplished. At the present time, I do not think that there are many men, women or children in and around Washington who do not know that Dick Murphy is the distributor of the Oldsmobile. This is of tremendous value to us. It forms a basis for our future advertising which is decidedly encouraging. I believe, now, that we can publish a campaign of practical, reason-why advertisements and that we will get two or three times the sales that would have been possible without the foundation established by the letter series.

"In two or three years, perhaps, after the public has forgotten the campaign to some extent, we shall repeat the plan, or publish something similar, and in that event we shall profit by our recent mistakes. I'm convinced that we ran the series too long. We strung it out over five months, and, two months ago, we began to notice

# Increased American Advertising in "PUNCH"

IN the year 1922 the total value of the advertising in

**"PUNCH"**

controlled or issued in America was approximately

**\$45,000**

Last year—1924—the total value was approximately

**\$165,000**

Both totals could have been considerably larger but for the difficulties which arise in fixing insertions at short notice.

When American Advertisers fully realise the necessity of booking in advance, so far as "PUNCH" is concerned, it is safe to predict that the annual total value of American Advertising will be still greater.

\*\*\*  
*Rates and list of available dates  
from*

**MARION JEAN LYON**

*Advertisement Manager, "PUNCH"*

80, FLEET STREET  
LONDON, E.C. 4., ENG.

**Dominant for 16 years in  
Florida's Agricultural Field**

# the *florida* GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

*Representation*

Wallace C. Richardson, Inc.  
New York  
John D. Ross  
Chicago  
George M. Kohn  
Atlanta

**THE FLORIDA GROWER**  
Tampa, Florida

# spirit

It is something more than words and pictures, paper and ink, that makes good advertising literature.



**CURRIER & HARFORD LTD**  
Selective Advertising  
27 East 31 New York Cal 6076

signs of loss of interest. It is better to leave the public wanting just a little more, on a proposition of this kind, than to deliver too much. The campaign was a novelty and its value began to wane as soon as the novelty began to wear away.

"The next time we plan a campaign of the kind, we shall schedule the advertising for three months only. If run for that period, I'm convinced that the letter idea, as we developed it, can be applied to any local business with unusually profitable results, provided the town is not too large. We have nearly 500,000 people in Washington and I do not think the plan would be profitable in a much larger city. Smaller cities and towns, I believe, will be even more responsive, since much evidently depends on those who are addressed being well and favorably known."

### Starch Account for Brockland & Moore

J. C. Hubinger Bros. & Company, New Haven, Conn., and Keokuk, Iowa, starch manufacturer, has placed its advertising account with Brockland & Moore, Inc., St. Louis advertising agency. Newspapers will be used in a campaign on Elastic starch.

### Yakima Fruit Growers Advance J. W. Hebert

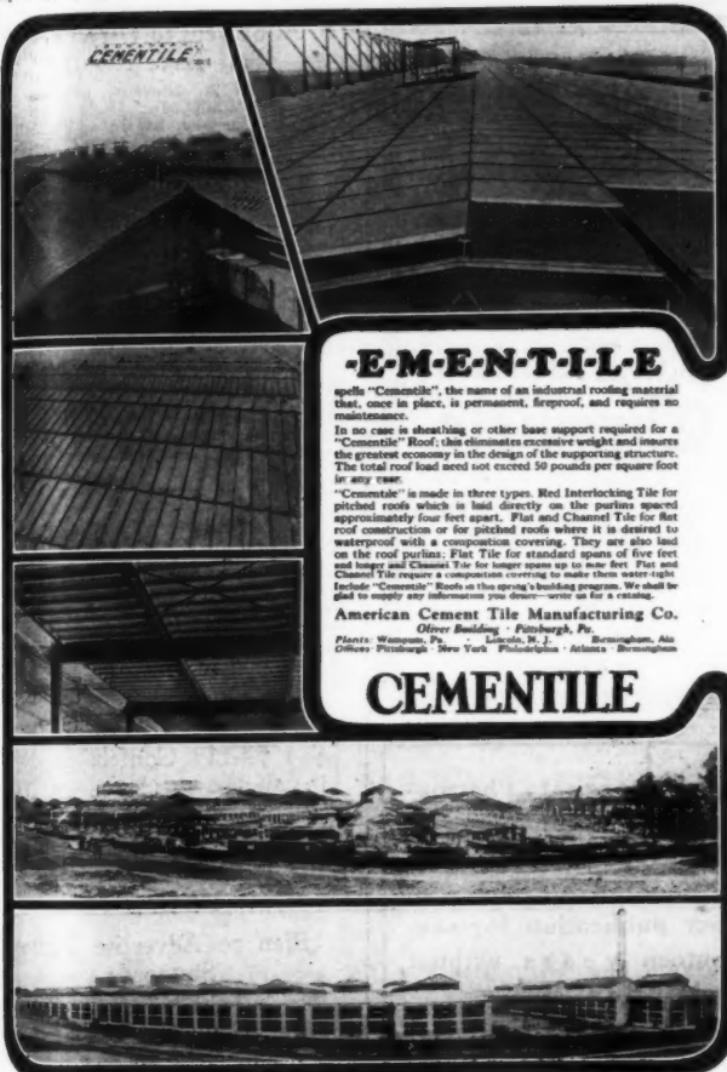
J. Walter Hebert has been elected general manager of the Yakima Fruit Growers' Association. He has been with the association since 1912 and for the last six years has been acting manager.

### F. I. Cash with Rogers & Company

Frank I. Cash has become associated with Rogers & Company, producers of direct-mail advertising, Chicago, as an account executive. He was formerly sales manager of the Bureau of Engraving, Inc., Minneapolis.

### Join Staff of A. A. Gray

A. R. Duval, formerly with the copy staff of Lord & Thomas, Chicago, and Alfred P. Sirois, of the sales promotion department of the Satisfactory Shoe Company, also of Chicago, have joined the staff of A. A. Gray & Company, advertising agency of that city.



## ·E·M·E·N·T·I·L·E

**spells "Cementile", the name of an industrial roofing material that, once in place, is permanent, fireproof, and requires no maintenance.**

**In no case is sheathing or other base support required for a "Cementile" Roof; this eliminates excessive weight and insures the greatest economy in the design of the supporting structure. The total roof load need not exceed 50 pounds per square foot for any case.**

"Cementile" is made in three types. Bed Interlocking Tile for pitched roofs which is laid directly on the purlins spaced approximately four feet apart. Flat and Channel Tile for flat roof construction or for pitched roofs where it is desired to waterproof with a composition covering. They are also laid on the roof purlins. Flat Tile for standard spans of five feet and longer, and Channel Tile for longer spans up to seven feet. Special Cams. This requires a composition covering which is then water-tight. Include "Cementile" Roofs on this spring's building program. We shall be glad to supply any information you desire—write us for a catalog.

**American Cement Tile Manufacturing Co.  
Oliver Building - Pittsburgh, Pa.**

**Plants: Wampum, Pa. • Lincoln, N. J. • Birmingham, Ala.**

**Offices: Pittsburgh • New York • Philadelphia • Atlanta • Birmingham**

## CEMENTILE

**C STANDS FOR "CEMENTILE"**  
And "Cementile" stands for Concentrated,  
Dominating, and Continuous trade paper  
and direct by mail advertising well done  
*—if we, who shouldn't, do say so!*

**BISSELL & LAND, INC.**  
*Advertising and Merchandising*

**337 SECOND AVENUE • PITTSBURGH, PA.**

**The finest  
printed  
Rotogravure  
Section  
in  
America**

**San Francisco  
Chronicle**

National Representatives

Williams, Lawrence & Cresmer,  
225 Fifth Avenue,  
New York City.

360 No. Michigan Ave.  
Chicago

R. J. Bidwell Co.,  
Times Bldg.,  
Los Angeles, Calif.

**S. A. Stevens to Direct Great  
Salt Lake Resort**

Stringham A. Stevens, president of Stevens & Wallis, Inc., Salt Lake City advertising agency, has in addition been appointed general manager of the Saltair Beach Company, which operates a resort on Great Salt Lake. He will also have charge of the Western Railway Company, operating between Saltair and Salt Lake City and other points

**H. W. Heegstra Starts New  
Business**

Heegstra-Marketing is the name under which H. Walton Heegstra is resuming business at Chicago. He formerly headed H. Walton Heegstra, Incorporated, which suspended activities in 1922. Besides doing a general advertising business the new concern will conduct a foreign and domestic marketing service.

**R. L. Rubel to Return to  
Chicago "Daily News"**

Roy L. Rubel, who was formerly with the advertising staff of the Chicago *Daily News*, will return to that organization on May 1. For the last five years he has been with the New York office of John B. Woodward, publishers' representative.

**Newspaper Campaign for  
"7-11" Confection**

D. Auerbach & Sons, New York manufacturers of Auerbach chocolates, have started an advertising campaign in newspapers in the East on their "7-11" confection. This advertising is directed by the Peck Advertising Agency, Inc., also of New York.

**Plan to Advertise Idaho  
Stampede**

Officials in charge of the Northern Idaho Stampede and the Coeur d'Alene Carnival plan to spend \$15,000 for advertising this event which will be held on July 1, 2, 3 and 4.

**New Accounts for St. Louis  
Agency**

The Hartwig Advertising Company, St. Louis, has been appointed to direct the advertising of the W. H. Bull Medicine Company and the Flexo Supply Company, both of that city.

**Gillette Earnings Larger**

The Gillette Safety Razor Company, Boston, reports net earnings, after reserves for Federal and State taxes, etc., for the first quarter of 1925, of \$3,113,767. This compares with \$2,566,202 for the same quarter in 1924 and is an increase of \$547,565 or 21 per cent.

**The Largest Pharma-  
ceutical Manufacturer in  
the World has carried  
a page advertisement in  
our publication for sev-  
enteen years without  
missing an issue.**

We will be pleased to have you compare it to any drug publication in the country. Ask for specimen copies, rate card and circulation statement.

**SOUTHERN  
PHARMACEUTICAL  
JOURNAL**

Sante Fe Building  
Dallas Texas

Great  
President of  
Lake City  
dition been  
the Salt-  
operates a  
will also  
Railway  
Saltair  
er points

s New

ame under  
resuming  
formerly  
Incorpo-  
ritivities in  
I advertis-  
will con-  
marketing

rn to  
ws"  
erly with  
Chicago  
at organ-  
five years  
ork office  
ers' repre-

for  
n  
New York,  
chocolates,  
ampaign in  
eir "7-11"  
s directed  
ency, Inc.

daho

Northern  
r d'Alene  
0 for ad-  
l be held

Louis

Company.  
to direct  
Bull Medi-  
o Supply

arger  
Company,  
after re-  
xes, etc.  
of \$3,113;  
6,202 for  
is an in-  
cent.

## The True Significance of the A. B. C.

The advent of the Audit Bureau of Circulations in 1914 sounded the death knell of falsifications in circulation and placed the buying of "white space" on a scientific basis.

Every statement made by a publication must stand the searching investigation instituted by the Bureau. An A. B. C. auditor's report enables the advertiser to compare and select mediums with an accuracy that safeguards his expenditures.

The Audit Bureau of Circulations does not deal in generalities or superficial facts and is the unquestioned, recognized authority concerning circulation data throughout the United States and Canada.

To get 100 per cent value and eliminate waste in advertising dollars—use A. B. C. reports.



*Write for a copy of*

**"THE MEASURE OF YOUR MESSAGE"**

**AUDIT BUREAU OF CIRCULATIONS**  
**202 S. STATE STREET, CHICAGO**

# Successful Advertisement Writing

THE man with an engineering or scientific type of mind is impatient at signs of guesswork.

"How do you know?" is his often repeated question.

Guessing or working by inspiration may be the right method for writing poetry.

Guessing will not consistently build advertising which sells goods.

"Why?" and "How do you know?" are good mottoes for the desk of the man who sells goods through advertising.

In most operations in manufacturing, "method" is more important than personnel.

In selling, real sales managers recognize that "method" is the chief ingredient of success.

In advertisement writing "method" is more important than unguided inspiration.

## *Sixteen Years Old This Month*

ON APRIL 3rd, 1925, this agency was sixteen years old. It started with little capital and without one dollar of business. Each year, with one exception, it has grown larger.

Today over sixty people are employed by it. It has several customers who started to do business with it during its first or second year.

It has always followed certain principles of marketing which it has developed by testing and recording. For every customer which it now serves a complete plan was prepared prior to the time that advertising expenditure was started.

The writing of advertisements is looked after by three men who, in the aggregate, have been employed in this agency as advertisement writers for twenty-five years and who have spent a total of forty-five years in commercial writing.

This experience in advertisement writing is the basis of a procedure which is employed in all of its advertisement building.

In a booklet we describe our conception of "method" or of "standard practice" in advertisement writing. A copy will be mailed to any executive. Ask for "The Laws of Successful Advertisement Writing."

CHARLES W. HOYT COMPANY, INC.

**PLANNED ADVERTISING**

Reg. U. S. Pat. Office

Dept. B-5

116 West 32nd Street,

New York

Boston

Springfield, Mass.

# Salesmen Who Pioneer in Off-the-Trail Territory

Road Men Will Find That a Judicious Cultivation of Untilled Territory Is Likely to Be Extremely Profitable

By W. R. Heath

I AM acquainted with a salesman representing a novelty jewelry house. His territory takes in practically all of New England. He is paid on a straight commission basis, and just so long as his annual orders total up to over \$100,000 he is given an entirely free reign. He covers whatever towns or cities he wishes to and the result is that although there is much business to be had in towns off his beaten trail, he refuses to visit them because he feels he cannot afford to take the chance.

This is a situation which will very frequently exist when salesmen work on straight commission. They go where established business is to be had and skip most everything which contains what they consider to be too large an element of chance.

The same disinclination to leave the old stamping grounds exists even when salesmen are paid on other plans than that of straight commission. Perhaps it is simply human nature asserting itself, but whatever the cause, it is true that many salesmen are entirely too prone to follow ruts in laying out their regular routes. Any effort to change matters is usually met with both consternation and opposition. Yet, as the following incidents prove, this tendency to congregate in favored localities results in leaving other potentially valuable territory untapped.

Tom Healy represents a large Western concern specializing in farm implements. A few weeks ago he was sitting in the lobby of a hotel in a Georgia town when a conversation which he happened to overhear, made him change his entire traveling program. There was a "Hoss Swoppin' Convention" in session over in Winder.

It would last for several days, perhaps a week, and everybody worth while would be in attendance.

Since he worked along rather plastic lines, Tom made some inquiries about Winder, and early the next morning was en route there behind a rickety nag. It meant eighteen miles of miserable roads and final arrival in a very small village, seldom visited by representatives of the larger business houses. But Healy was a pioneer. Perhaps that was one reason why his record was sky high with his house.

When he arrived at Winder, he found rain, red clay roads churned into paste, ramshackle stores, and a vast assemblage of interesting people from all the surrounding countryside. They had come from far and near, these farmers, to "swop hosses." Healy did not know it at the time, but it was a real event. There was a fixed purpose in his mind, however. He had realized, before he ever started out, that he could find, in one group, an unusually large number of farmers. And it was this fact which led him to leave the beaten trail.

#### TOM KNEW HOW TO MIX

In Winder, Tom mixed with the crowd. He went out to the "Swoppin'" grounds, and made friends. He spoke to the farmers about hosses—and also about farm implements. It must have proved profitable because in two days he did more business than the ordinary salesman does in as many weeks. Moreover, what was just as important in his eyes, he made friends for his line and for dealers who handled his line.

Tom Healy always worked with this thought in mind: "Go where

you can catch the greatest number of prospects under the most favorable conditions." He seldom ever missed a county fair, if he could make his dates dovetail. He was particularly interested in locations which were not customarily visited by salesmen.

Another case in point is that of the sales manager of a certain Eastern house. He arranged for ten picked men to go on a trip the first two months of the year. Weather conditions were most unfavorable. Nevertheless these men were told to visit the isolated places. They were to make it a point to drop off at towns which other salesmen skipped. It proved one of the most profitable experiments in the history of the concern.

These men would go to a fairly large town. Then, they would travel out to smaller places, accepting transportation facilities as they found them even though it meant a mule-drawn cart.

The report sent in by one of these salesmen is interesting:

Thursday morning I heard of a boom village eighteen miles out. The town was not over a year old. Hired a horse and buggy, because the place was not on any railway, and the roads were too bad for even a flivver.

Was surprised to find a thriving little section, with numbers of one-story buildings being erected. The first building to go up, I was told, was a bank. There are three of them now, which speaks well for the credit of the business men.

It was a bonanza for any salesman. For example, I bumped into a Mr. Richards, who was erecting a two-story brick building which was to house an up-to-date drug store. No arrangements had been made for actual stock, although the store fixtures were in crates, waiting at the railroad depot, seven miles to the East. By using a little tact, I convinced Richards that we could help him out and that our line was the one he should handle. I made a life customer there, and there were seven other prospects within a radius of thirty miles, all untapped by the average sales force. It was like picking plums off a tree that had not been exposed to passersby.

A salesman for a hardware house visited Florida for the first time and his method was similar to that just described. He always deliberately sought the territories which were not cluttered with competition. While talking

## *Why are "first" nights always big nights?*

The *first* issue of  
the *only* chain store publication

*Presents*

A RARE OPPORTUNITY  
for those who want to sell  
to chain stores

June issue closes May 20th

**CHAIN STORE AGE**  
93 WORTH ST. NEW YORK

*A CHAIN STORE AGE man can call  
on you immediately.*

Telephone: FRANKLIN 1444



boom  
town  
horse  
is not  
too

little  
building  
There  
peaks  
men.  
man.  
Rich-  
brick  
up-to-  
had  
in the  
g at  
the  
con-  
him  
he  
omer  
pros-  
miles,  
sales  
off a  
to

are  
first  
lar-  
al-  
er-  
red  
ing

# MORE Than the Others COMBINED!

**I**N the first three months of 1925 the World-Herald published more paid advertising than the other two Omaha papers combined, even including in their totals 24,490 inches of medical advertising, all of which the World-Herald bars from its columns.

The total paid advertising, as measured by the Haynes Advertising Company (medical ads included), was as follows for the first three months of 1925:

**THE WORLD-HERALD . . . . 191,196 inches**

**Next Paper . . . 96,904**

**Third Paper . . . 94,132**

**Other Two COMBINED . . . . 191,036 inches**

Deducting the medical ads in the other papers (24,490 inches) the World-Herald led the combination in clean paid advertising by 24,650 inches or over 146 pages!

**THE CLEAN PAID ADVERTISING, with the medical ads deducted, was classified as follows, figures in inches:**

	World- Herald	Next Paper	Third Paper
Local Display . . . .	111,213	58,837	55,608
National Display . . . .	23,884	10,024	8,452
Automobile Display . . . .	10,423	5,554	5,612
Want Ads . . . .	45,676	10,836	11,623
Total Clean Paid . . . .	191,196	85,251	81,295
Medical Ads . . . .		None	11,653
			12,837

In the first three months of this year, the paid circulation of the World-Herald went steadily up, reaching in March the top figures of 107,298 daily and 106,579 Sundays.

This circulation, which is approximately 30,000 greater than that of any other Omaha paper, was distributed as follows:

	Daily	Sunday
Omaha . . . .	50,621	47,326
Council Bluffs . . . .	4,186	4,086
Suburban . . . .	14,273	14,291
Country . . . .	38,218	40,876
Total Paid . . . .	107,298	106,579
March last year . . . .	102,607	100,735
Increase . . . .	4,691	5,844

Seventy per cent of the above increases were made on Omaha circulation, in which the World-Herald leads the field by over 20,000 daily and Sunday.

**OMAHA WORLD-HERALD**  
O'MARA & ORMSBEE, INC., National Representatives  
New York Chicago Detroit San Francisco

Apr. 23, 1925

*The same  
Old Story*

**Quality  
and  
Service**

***Allow us  
to prove it.***

**Wilbar**  
Photo-Engraving Co.

511  
West  
42<sup>nd</sup> St.  
Phone Chickering 10133



New  
York  
City



It refers to "STANDARD REMEDIES," but really is a means of "wedging in" your product among proprietary manufacturers.

Executives read this journal, for the news interests them vitally, and you want to reach these executives, don't you?

**WRITE US FOR A COPY—  
NO OBLIGATION**

## Standard Remedies

425 STAR BUILDING  
WASHINGTON, D. C.

with a fellow-salesman in a hotel at St. Augustine, he learned of a new town thirty-two miles away, to the South.

"No use going there," said the other salesman. "What's the use of wasting time with hicks? Nothing there but a bunch of home-steaders who haven't even paid for the land they are trying to cultivate. Me for the old trails."

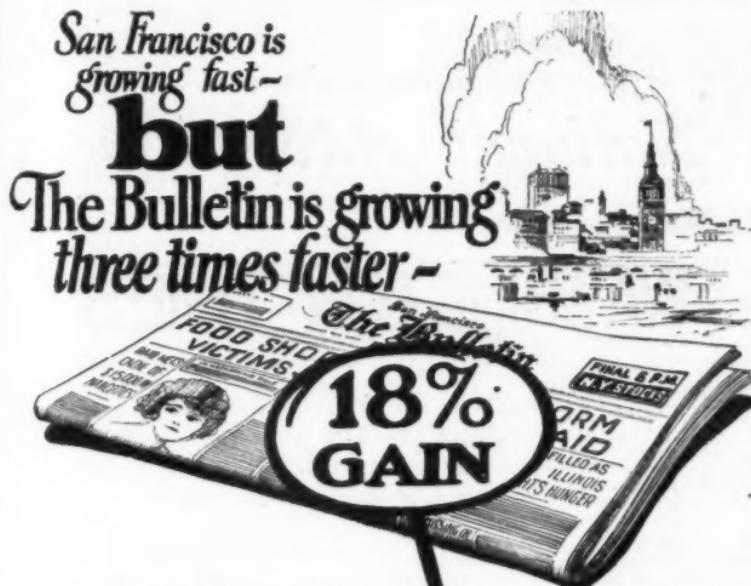
But this pioneering salesman thought differently. The town in question was not on the Dixie Highway. It was, in a sense, rather inaccessible. The roads were sandy and several bridges had been washed away by bad rains.

But a team was hired and the journey made. What this salesman found gave him renewed confidence in his own methods. Government experts had pronounced this section superb for the raising of potatoes. Carloads were being sent out, in season, every day. Farmers were flocking there and it was freely predicted that there would be a flourishing town in a brief span of time.

This salesman happened on the ground just when shops were being built and men going into business. There was little or no competition. As a consequence, he established contacts which have lasted ever since. He "owns the town." Today, that community is very wealthy and a fine hotel has just been erected. A railway station on a spur line is promised. The salesman has the run of the place. He knows everybody and they know him.

In a Southern city, there is a famous cave, visited yearly by thousands of people. The cave really is some eleven miles from the city limits. Few salesmen knew that a small and prosperous community had sprung up near the caves. The stores were well appointed and successful. Their proprietors admitted that they were seldom visited by salesmen. They had to go to town to do most of their buying.

The salesman who first went out to this place did an unusual



Paid Circulation Average for 6 Months  
Ending September 30, 1924

60,143

Paid Circulation Average for 6 Months  
Ending March 31, 1925

65,449

*Paid Circulation Average  
for Month of March 1925*

71,254

Gain under New Management

11,111

Reader Gain, Estimating  
3 Readers in Each Family

33,333

City's Population Growth over 1924

..... 6%

The Bulletin's Circulation Growth

..... 18%

SAN FRANCISCO  
**The Bulletin**

NEW Ownership ~ More NEWS ~ NEW Features ~ Watch it!

O'MARA & ORMSBEE, Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

*Consistent Gains in  
National Advertising  
in The*

# **WASHINGTON TIMES**

*and its constant selection by leading advertisers of nationally distributed products prove the fallacy of the "one-paper buy" argument in the Nation's Capital and the truth of the statement that*

**You Cannot Cover Washington  
Without The Washington Times**

*Its gain of 77,341 lines of national advertising for the whole of 1924 is fast being matched by its gain of 60,778 lines for the first three months of 1925 alone!*

*Young, alert, progressive, it appeals to the young, alert, progressive reading element, the class of population that is influenced and impressed by its advertisements.*

**G. LOGAN PAYNE,  
Publisher and General Manager.**

*National Advertising Representatives:*

**PAYNE, BURNS & SMITH**

247 Park Avenue  
NEW YORK CITY

100 Boylston Street  
BOSTON

**G. LOGAN PAYNE COMPANY**

Tower Building  
CHICAGO

Kresge Building  
DETROIT

Times Building  
ST. LOUIS

Security Building  
LOS ANGELES

Apr. 23, 1925

amount of business with minimum effort. He was actually welcomed.

In another instance, a salesman found that there were three important resorts some distance from a certain city. But they were not on any railway and no electric car lines ran to them. They were reached only by buses and privately owned automobiles. The average salesman never thought of wandering this far afield. It was too much bother.

But a lively business was done in these sections and the salesmen who got there first made connections which proved to be lasting.

#### ANOTHER VIRGIN FIELD

Not long ago I talked with a salesman who made Nantucket Island twice each summer.

"It isn't an easy place to reach," he explained. "I first ventured out there ten years ago because, in talks with fellow salesmen, I found there had always been a tendency to avoid the island. It is necessary to spend five hours on a mussy boat, coming and going. But what I found there made me continue to seek out unvisited places. Nantucket was beautiful and prosperous then, and far more so now. I own the territory in so far as my line is concerned."

"But to hear other salesmen talk, you would think that Nantucket was across the seas."

A house manufacturing overalls recently sent out a special prospecting crew of salesmen. They were asked to avoid towns of any size. It was up to them to ferret out places which might not even be on the map. But they were not to seek such localities unless they had favorable reports concerning them.

One of the men who went on this expedition said to the writer:

"I was at a loss to know just where to go and how to operate, until I got the swing of the idea. Now it is comparatively easy and always interesting. It beats the big-city game all to pieces."

"Here is an instance: I went



## *Where Nature Smiles ~ People Smile Too*

Along the Mississippi Gulf Coast, the sunshine is ever present, the air is ozone-filled and health-giving. The sparkling Gulf invites the swimmer, sailor and fisherman. The pines are fragrant and the moss-hung oaks suggest romance.

Here Nature smiles and amusements are varied. The home people and the ever-present resort visitors are happy, healthy and alert. They are most likely to be in a mood receptive to your selling messages.

Sell them through the advertising columns of the Daily Herald — a most welcome daily visitor in the homes of the Mississippi Gulf Coast.

## **THE DAILY HERALD**

Gulfport Mississippi Biloxi  
GEO. W. WILKES' SONS, Publishers

## **PRINTING SALESMAN**

*A MEDIUM-SIZED*  
plant doing high-grade  
PRINTING and ADVER-  
TISING TYPOGRAPHY  
wants to add a real live wire  
to its selling force.

**WE WANT A MAN**  
who now controls business  
and who wants to connect  
with an organization that  
can back up his sales efforts.

*Full information desired  
in letter which will be  
held strictly confidential*

## **The WOODROW PRESS**

*Incorporated*

351 WEST 52d ST · NEW YORK

# more sales

Less than 16 months ago a Manufacturer came to me with a modest appropriation of \$1,500 and a very urgent problem of quickly increasing sales while *reducing selling costs.*

Today that client is investing nearly \$50,000 exclusively in direct-mail plans originating from this office. Where he had less than 25 jobbers, he now has nearly 500; where he had less than 100 dealers, his products are now sold in over 28,000 stores. A single direct-mail selling idea is bringing in 2,000 new dealer accounts each month.

How are these unusual results obtained? By taking only a *limited number* of clients and seeing that each gets my *personal attention*. I personally prepare the Sales Plans for each client; personally write all the important copy—and all sales copy is important these days of keen competition.

I can handle just one more account of a Manufacturer who wants to increase his sales and reduce his selling costs; who regards the job as important enough to justify the *personal attention* of a specialist, whose effective direct-mail work is being used by some of America's best known concerns and copied in some of the best advertising journals.

Outline your sales problem and I will offer some suggestions you can try out at moderate cost until you see results. No obligation.

**EDWARD H. SCHULZE, Inc.**

*More Sales With Less Cost Thru  
Direct-Mail Advertising  
and Selling*

37th Floor, Woolworth Building,  
New York

to a certain Ohio town, and made inquiries. The board of trade provided me with information, but the best data came from jobbers and from large stores catering to the sort of folks who drive in from the country once a week in their cars. I did not give my identity away, incidentally.

"In this one town, I heard of five likely localities. There was a certain large lake up in the hills. Only the local folks knew much about it, but aside from the summer cottages, many automobiles passed through. At the head of the lake, a fine little community had sprung up, fed by two dozen or more stores, which, of recent years, remained open throughout the year.

"I ran out there in a car and secured some good orders. Four miles away was a manufacturing community. There were three large mills, employing several hundred men and women. Power was cheap here. It was a new development, and mushroom groups of homes had sprung up. My first day there was more remunerative than many I have experienced in more sizable towns. That little village will some day be a large city and I intend to grow up with it. I'll have such a start on the other fellows that they will never be able to catch up.

"Then there was the case of Luellaville. It was really a frontier town on the outskirts of a timber section. Nobody ever thought much about it, least of all the regular run of salesmen. But a hotel porter gave me the hint and I hired a car and made the trip.

"The first man I met was a Scotchman who believed in the future of that tiny village. He had it all figured out just why it was sure to be large some day. He was building a three-story department store there to back up his belief. I arrived at exactly the psychological moment.

"It was in a Southern city that I met a certain real estate man who had gone to college with me. He said: 'Don't bother with the

*"The Tools  
of School  
are the  
Tools  
of Life"*



Above—Woodwork-ing end of General Shop.

Left — Metalwork-ing end of General Shop.

Mark Twain Jun-iор High School,  
San Antonio, Tex.

## The Boys of Today — The Men of Tomorrow

And the tools they are trained to accept and use in school will be their first choice thruout life.

School acceptance and use not only means satisfactory sales but is the best kind of insurance for future business.

The Vocational Supervisors and Instructors are the "Key Men" and the INDUSTRIAL-ARTS MAGAZINE is the point of contact in securing school acceptance and use.

Information and Market Analysis on request

## INDUSTRIAL-ARTS MAGAZINE

The Bruce Publishing Company

Established 1891

Home Office: 129 Michigan St., Milwaukee  
Eastern Office: 30 Church St., New York

### IMPORTANT TRADE SUBJECTS TAUGHT IN OUR SCHOOLS:

- Metal Working
- Woodworking
- Machine Shop Practice
- Auto Mechanics
- Electricity
- Farm Mechanics
- Foundry Work
- Forging and Art Smithing
- Cabinet Making
- Pattern Making
- Architectural and Mechanical Drawing
- Cement Work
- Printing
- Sheet Metal Work

Member A.B.C., A.B.P.

city proper. There are at least five important new suburbs near here that are booming and the salesmen who visit us don't seem to know that they exist. They stick to Main Street. But each one of these sections has its own business street, its own complete system of existence. They are, actually, little towns within a larger town. But you would never know about them if you did not live here and did not follow real estate developments. Go there for real business."

"I followed his advice and found that there were such sections and that, to all intents and purposes, they actually were thriving towns each in its own right. I cleaned up that trip and have been making that route ever since. Sooner or later, of course, salesmen find the facts and make it hot for me, but the suburban development is pie for a salesman who keeps alert."

Most of the incidents cited relate to the opportunities existing in new towns which are springing up all over the country. However, it should not be thought that these are the only attractions which beckon salesmen away from their regular routes. There are towns, also, which have been in existence for many years that have never received the sales attention they deserve. Salesmen skip them because tradition so decrees or merely because a very hasty observation has convinced them that no business is to be had or for some other reason which would not stand up under close analysis.

There is no doubt that the beaten trail in selling, while it is the easiest to follow, is the most difficult in which to sell. A judicious cultivation of so-called "orphan" territory would pay many salesmen very handsomely indeed.

347 Madison Avenue  
New York

# HENRY KNOTT

WRITER OF MEMORABLE COPY

Space! Circulation! Copy! These three! But what you say is vastly more important than what you spend. Copy first, means "safety first" in all advertising.

ted re-existing  
ringing  
How-  
tions  
away  
There  
ve been  
rs that  
ales at-  
lesmen  
ion so  
a very  
invinced  
to be  
reason  
under

at the  
while it  
is the  
to sell.  
of so-  
would  
hand-



## *Selling the Page Company to Producers, Trade and Public*

THE "Kleen-Maid" milk, butter, and ice-cream of the Page Dairy Company of Toledo are famous throughout Ohio and the Middle West. The farmer who produces the milk, the retailer who sells Page milk, butter, and ice-cream, the school boy and his mother who use Page products—all are sold on Page.

How? Well, B. D. F. pictures have something to do with it.

B. D. F. educational films showing the elaborate precautions taken in every Page plant to insure cleanliness and purity, and illustrating the "square-deal" policy of the company in its relations with producers, dealers, and the public, are being shown in granges, schools, churches, and clubs, as well as to retailers and in theaters.

Your advertising story can be pictured, too. Let us give you an estimate—the reasonable cost will surprise you. Or send for our booklet—"Tell Them with Pictures."

**Bosworth, De Frenes & Felton**  
Wilkes-Barre,  
Pa.

*Everything in Advertising Films*

# The BOOT and SHOE RECORDER



**A Warm Welcome Every Week  
In Every Good Shoe Store**

13,500 subscribers welcome the Boot and Shoe Recorder weekly. 11,500 of these subscribers are the better rated shoe stores of the country. With these stores the Boot and Shoe Recorder has come to be an important digest of shoe merchandizing conditions and tendencies. It is a reference book, an authority, a guide to shoe store management. It is of immense importance to the shoe manufacturer and to the manufacturer of all shoe store supplies for the shoe merchant finds it invaluable as a buying catalogue. The shoe merchant knows the Boot and Shoe Recorder as an old long trusted friend for it has been visiting his store regularly for the past forty years. He has deep interest in its editorial pages. He receives openly and confidently the sales messages of its advertising pages.

The Boot and Shoe Recorder, 207 South Street  
Boston, Mass.

**In Every Good Shoe Store  
The Recorder is a Factor**

Member: A B C—A B P

# Testimonials Sell Advertising to Dealers

Manufacturer of Dr. Reed Shoes Calls on Retailers to Show Other Retailers Benefits Derived from Advertising

**A**DVERTISING, as advertising, is not essentially a matter of big space, but one of thoughtful, truthful sales arguments, made, repeated — and repeated again. For this reason, many companies are able to point with pride to the achievements which they have made in the use of small space.

Many advertisers believe in the efficacy of small space—but here is a problem. How is a manufacturer to go about convincing his dealers to use it? To be more specific, how is a manufacturer going to approach his dealers with the proposition of advertising his product—and get him to pay for it?

The J. P. Smith Shoe Company, manufacturer of Dr. A. Reed Cushion Shoes, for some time has advocated the use of small space to dealers. It is any manufacturer's job, who wishes the co-operation of indifferent dealers, to interest them as well as the man who will be interested easily.

For this reason, a study of the 1925 Dr. Reed dealer advertising book may furnish others with food for thought.

The advertising book is called "Better Advertising—Better Business." Each page features mats and electros which the company makes up for the dealer's use. A special feature of one set of these is that it is written directly to individual prospects. For instance, the advertisements are addressed to the dealer, student, salesman, lawyer, mechanic, policeman, officeman, merchant, young business man and banker. These cuts are shown on the inside of each page. In a narrow strip on the outside are testimonials from dealers, telling how they have used the different forms of advertising and the success they have had in using them. These form an important part of the book.

Instead of showing merely the plates, the company has definitely set about to *sell* them to the trade. To do this, it has reproduced Dr. Reed advertisements run by many prominent retailers, together with verbatim testimony as to results. The company believes that the Emporium Shoe Store of Paducah, Ky., will be more favorably impressed with and more inclined to use Dr. Reed advertisements, when it knows that John Mann of Port Huron, Mich., or Munn & Hoffman, of Buffalo, N. Y., have used and are using them to such evident advantage.

On one page, for example, are shown three reproductions of Dr. Reed advertisements as used by the May Shoe Co., of Charleston, W. Va. Beneath them are these paragraphs, encouraging both to the retailer in Charleston and to those located elsewhere who find it hard to visualize the advertising over their name, and the good it will do them:

The May Shoe Co., Charleston, W. Va., is a comparatively new member of our Dr. Reed family.

Their admittance to the charmed circle dates back only to the beginning of last year. But how they have gone after sales from the start!

Our hat is off to them. Their activities show that they are hopping—not hoping—for Reed business. They are proving that the public is ready to be convinced if you use the right methods—good merchandise and good advertising.

Reed newspaper campaigns are playing an important part in the growth of Dr. Reed business in this hustling Southern city. The May Shoe Co. use space frequently and are educating their market in quick time.

Other retailers take occasion to speak out in direct quotation in behalf of the newspaper advertising, dealer helps and posters that the manufacturer provides. The whole of the advertising book is essentially a dealer book—both by and for retailers.

Less than three years ago about 100 Dr. Reed agents were using

## Not Every Tom, Dick and Harry

If what you have printed is not used for getting business, I'm afraid that my special equipment would not interest you.

If what you have printed must sell your goods or help your trade outlets to sell your goods, then I'd like to have a chat with you.

**Louis Keisel**  
*Printing for Advertisers*  
 229 West 28th St., New York  
 Telephone PENnsylvania 7921

## A Real Opportunity

THE largest manufacturing concern of its kind, located conveniently between New York and Philadelphia, needs an Assistant Advertising Manager.

He must first of all be a good copy man with advertising experience.

He should also have the ability to sense advertising ideas and translate them into forceful English.

The opportunity is here for the man who can qualify.

Write, giving full particulars and salary expected.

Address "T." Box 155, Printers' Ink.

newspapers to advertise Reed shoes; today there are 548 doing it regularly—and 1,393 are using some form of Reed advertising and paying their share of it. From these figures it would seem that the company's advertising department has been very successful in its relations with dealers. However, any success which it has had can be traced to the belief which it had in the fact that the dealer had to have the proposition interestingly sold to him.

### J. A. Kick with Sweeney & James Agency

John A. Kick has become associated with The Sweeney & James Company, Inc., Cleveland advertising agency. He was recently advertising and sales promotion manager of the Edison Electric Appliance Company, Inc., Hot Point appliances, and formerly was with Mertz, Kick & Company, advertising agency, both of Chicago.

### National Tea Sales Gain

The National Tea Company, Chicago, operating a chain of grocery stores, reports sales for last February of \$3,659,255, against \$3,238,698 for the same month in 1924. This is a gain of \$420,557 or 12.9 per cent. Sales for the two-month period are given as \$7,588,382, compared with \$6,487,837 for the same period a year ago. This is a gain of \$1,100,545 or 16.9 per cent.

### H. C. Phillips Joins Clothing Company

H. C. Phillips has joined the Curlee Clothing Company, St. Louis, as sales and advertising manager. He had been with the Buckskin Manufacturing Company, at Evansville, Ind., for a number of years.

### Little Rock Printer Appoints W. A. Joplin

W. A. Joplin, head of the W. A. Joplin Advertising Agency, Little Rock, Ark., has, in addition, assumed charge of the advertising service department of the Democrat Printing & Lithographing Company of that city.

### Stromberg Carburetor Report

The Stromberg Carburetor Company of America, Inc., Chicago, reports gross earnings of \$1,253,461 for the year ended December 31, 1924. This compares with \$1,656,376 in 1923. Net profits are given as \$561,797 after Federal taxes, as against \$871,475 in the previous year.



THE growing importance of Milwaukee as an advertising center is evidenced by the number of industrial leaders who come to Milwaukee advertising agencies from distances for counsel and service.

OLSON & ENZINGER, Inc.  
*Advertising*  
MILWAUKEE



# A Copy Chief *is looking for a new position*

**H**E is not fussy about another title. The calibre of the agency and of the men he works with is more important.

He is not fussy about having work piled on his shoulders. For he maintains a "branch office" in his own home, where some of his best work has been born.

He knows how to dig for arresting merchandising and copy ideas. He knows how to inoculate the advertising of the dullest product with life and interest. He knows a good deal about commercial research.

He can be trusted with the handling of any account from the inception of the plan to the checking of the insertion.

**He wants to help a going agency (large or small) go faster . . . or he might be tempted by the right kind of opportunity as advertising manager.**

He is nearing thirty, happily married, and has an unusual record of achievement with an agency of the highest reputation in N. Y. City.

**Address "Z," Box 161, Printers' Ink, N. Y.**

## Wamsutta Dropped All Private Brands and Then—

(Continued from page 6)  
price of soups or soaps. During 1924, some sheeting prices were changed for periods as short as sixty days. The Wamsutta list stayed the same throughout the year, and was the same to all buyers.

When you start from scratch, unhampered by either records or traditions, you have one advantage: you can aim at the ideal. The Wamsutta selling was planned on an ideal scheme. A sales quota was set for every city. On fairly accurate data, it was assumed that sheeting yields 2 per cent of the total department store volume. From available estimates of department store volume, it was possible, then, to fix the probable volume of sheeting business. Against this was set down the yardage required to keep the Wamsutta looms busy. When this yardage was divided pro rata to the estimated volume in each city, workable quotas were obtained.

The salesmen went out to get these quotas. They were equipped with well prepared lists of stores and buyers—an elementary tool for salesmen who were strangers in the department store field. They also carried striking portfolios of advertising proofs, posters, newspaper electrotypes, suggestions for window displays and other sales helps.

Consider the adventures of a Wamsutta salesman in those days. He might enter a store and learn for the first time that it already had plenty of Wamsutta. In that case, he talked the new plan, the new prices, the new labels and the advertising. In the next store he might discover old Wamsutta goods bought from the cutter-up without the mill label. There he would offer to exchange the old goods for new ones under the new label. He might next encounter a former customer disgruntled because he had not been able to replenish his stock. There he passed

**COMFORT**

has moved

its New York Office

from

1637 Aeolian Hall

to

428 POSTUM BUILDING

250 Park Avenue

Telephone Vanderbilt 6654

**W. H. GANNETT, Pub., Inc.,**  
Augusta, Maine

New York Office  
428 Postum Bldg.  
WALTER R. JENKINS

Chicago Office:  
1635 Marquette Bldg.  
FRANK H. THOMAS

Apr. 23, 1925

# Newark Evening News

## An Essential Medium in Metropolitan Campaigns

THE leadership enjoyed for years by the NEWARK EVENING NEWS over all New York City dailies in total volume of advertising published in week-day editions indicates the importance of employing New Jersey's favorite home newspaper in all campaigns designed to cover the Metropolitan Market.

The 1924 lineage record follows:

<b>NEWARK EVENING NEWS</b>	<b>18,104,473</b>
New York Times	15,977,696
New York Evening Journal	14,561,374
New York Sun	13,268,308
Brooklyn Eagle	11,119,764
New York Morning World	9,557,300
*New York Telegram-Mail	8,555,134
New York Evening World	7,928,134
*New York Herald-Tribune	7,921,180
New York American	5,701,964
Brooklyn Standard-Union	5,633,908
New York Evening Post	4,434,416
New York Daily News	4,073,270
Brooklyn Times	3,922,850
New York Mirror	1,875,438

\*Telegram and Mail combined January 28, 1924.

\*Herald and Tribune combined March 19, 1924.

# Newark Evening News

(Always Reaches Home)

EUGENE W. FARRELL

Business and Advertising Manager

O'MARA & ORMSBEE, Inc.

General Advertising Representatives

New York	Detroit	Chicago	San Francisco
----------	---------	---------	---------------

FRANK C. TAYLOR

New York Local Representative

280 Madison Avenue, New York

the buck and took an order. Usually, of course, he found stores which had never bought Wamsutta at all.

The first year, the sales quotas were exceeded in practically all of the large cities in the East and a high percentage of the ideal total quota was reached. Quotas have been revised each year in the light of new experience.

Some special selling stunts have been employed.

For two years a sample in the form of a doll's sheet, 16 x 20 inches, was offered in the advertising. Thousands of these were sold by mail at 15 cents, which more than covered the cost.

Gift packages containing embroidered sheets and pillow cases have been offered during the Christmas season and have opened up the approach to many high-grade stores.

Recent advertisements feature a laundry test made under the directions of Prof. E. B. Millard of the Massachusetts Institute of Technology. Wamsutta Percale, being of a much finer "count" than competing brands, is much lighter in weight. Many consumers naturally find it hard to believe that it will wear better than coarser goods.

To make the test, twelve sheets of each of twenty-five known brands were bought in various cities across the country. All of these, together with twelve sheets of Wamsutta Percale, were then put through continuous washing and ironing. After each laundering, small pieces were detached and kept for examination and record. At the end of 160 launderings (equivalent to six years' home use) Wamsutta Percale was stronger than any other brand, and ready for still longer service.

It is a pity that such intensive and rapid tests cannot be reliably used to prove the effect of advertising and sales methods. Four years is too short a time for judgment on the Wamsutta campaign.

But the results thus far may be summed up as follows:

1. Wamsutta is now selling direct to a large number of re-

# A Unique Situation

exists in a well-established New York direct-mail advertising house with a record of many successful letter campaigns.

As a single non-commercial account fully occupies the manager of the creative department, an opportunity offers for an active third member,—preferably one with \$10,000 for one-third of plant-equipment and good-will. The money will be left in treasury to be available for a well-defined program of expansion.

The associate we seek should be either an advertising and merchandising business producer, or a capable inside executive.

We believe with John Howie Wright, and have proven, that "the letter is the greatest advertising force in business."

Write fully, in confidence, to "U." Box 156, care of Printers' Ink.

Apr. 23, 1925

## Want This Man to Build Your Sales?

A top notch sales manager wants to change because of family reasons. This man, now increasing the sales of his house, wants to come back to New York.

In his first job he rose from office boy to star salesman. This took 14 years. Like many good men he then proceeded to lose his money in a partnership business.

The next three years he was Chicago manager for a saw manufacturer. Here he created new sales records for his company.

In the last five years he has been sales and advertising manager of three companies. For each he did and is now doing a fine job. By the way, he is still under 35 years of age.

Here are the three conditions that his next employer must meet:

**He must live in New York.**

**He must be at home at least eight months of the year.**

**He must earn \$10,000 the first year with arrangements that will enable him to make more if he produces beyond expectations.**

Are you, or do you know of anybody who is interested?

Almost forgot to mention he knows the following fields:

**Printers and Publishers,  
Hardware and Mill Supplies,**

**Furniture and Department  
Stores,**

**Stationery and Office Supplies,  
Men's Wear.**

Address "B," Box 163, care P. I.

tailers, who take two-thirds of the total volume.

2. Almost for the first time, a substantial sale of a fine sheeting has been built without resort to price cutting. The average retail store has looked upon sheeting as unprofitable. It has been handled on a close margin, a great deal of it at bargain prices in "white sales." Wamsutta, today, is less a white-sale leader, and more a year-round, stable item.

3. Production and sales are being simplified by concentration on a single grade, Percale. Until 1921, nearly one half of the Wamsutta sheeting volume was in two cheaper grades.

One of these has now been dropped altogether, and the other reduced to 10 per cent; Wamsutta Percale makes up 90 per cent of the volume.

4. Through its new contacts with retailer and consumer the mill has learned how to improve its product and its service. It has found the importance of perfection in finish, wide hems, full length and other details which the housewife observes. It has discovered demands for special sizes, such as crib sheets. It has learned to use and feature special embroidery, particularly Philippine.

5. During the depressed period of 1924, the cotton mills of New England generally ran at less than 50 per cent of capacity. Those mills which make yarn and gray goods shared the depression. But the sheeting mills increased production, turning out and selling more yardage than in any previous year. And this was done without reducing the price.

But after all, perhaps the most important effect of the Wamsutta campaign so far is that it is giving a lead to the rest of the cotton industry.

---

### Joins Hommann, Tarcher & Cornell

Norman M. Markwell has joined Hommann, Tarcher & Cornell, Inc., New York, advertising agency, as an account executive. He has been in advertising agency work for several years, and was formerly advertising manager of the American Molasses Company and the Nulomoline Company.

Apr. 23, 1925

PRINTERS' INK

175

# INTERNATIONAL STUDIO

*Announces  
the appointment of*

F · E · M · COLE · INC.

122 SOUTH MICHIGAN AVENUE  
CHICAGO, ILL.

*as*

*Western Representatives*



INTERNATIONAL STUDIO

A. M. CAREY, Advertising Manager

49 WEST 45th STREET  
NEW YORK CITY

LONDON  
36 Southampton Street  
Strand, W. C. 2

PARIS  
11 Rue D'Aguesseau

# The Boast of the Bloated Son of Shylock

*An Argument for Income Insurance*

By JAMES WALLEN

**E**VERY gentleman present has heard, of course, the story of the hard-fisted clothing merchant who, priding himself on his sales ability, told about selling a widow an expensive suit in which to bury her late protector. "I even sold her an extra pair of pants," boasted this bloated son of Shylock.

A widow's money is like a snowflake on the radiator, thistle-down in Niagara Falls, a fifty dollar bill in a Park Avenue restaurant.

Thorsen & Thorsen, "dealers in peace of mind," are giving income insurance the big place on the programs of their clients. They know that no bloated son of Shylock can break into reserves, held under Thorsen & Thorsen plans.

Your loving care may be extended from the now and here, into the far future. Ask the Thorsens for guidance.

*Their Address*

**52 Vanderbilt Avenue, New York**

*The Telephone*

**Vanderbilt 2813**

## Independent Oil Men to Advertise

THE national campaign which will be started next month to advertise the independent oil industry was made definitely possible by the members of the National Petroleum Marketers Association at their recent Industrial Conference held at Chicago.

Before the meeting opened the proposed campaign had been underwritten to the extent of \$60,000 and at one of the sessions \$40,000 more was subscribed within a very few minutes with promises of enough more to assure carrying out the program as planned.

The advertising will be conducted under the auspices of the Independent Oil Men of America, an organization within the National Petroleum Marketers Association composed of jobbers who co-operate in a mutual advertising campaign and use the triangle and spread eagle trademark of the association. Posterboards, emblems and national periodicals will be used for this campaign.

The jobber members of the association, including representatives of 156 of America's leading independent companies, also adopted a national trade-mark for uniform grades of gasoline and voted to include that as a feature of the advertising program. However, the Red-Hat which is to be the trade-mark name for the gasoline will not be introduced into the advertising until the original "Insignia of Independence," the red spread eagle and the black triangle have been made thoroughly familiar to the public.

This insignia has been in use for two years on letterheads, bills, envelopes, window displays, trucks, tanks, pumps and in other ways. Before the tourist season opens the advertising will attempt to give a national significance to this insignia which heretofore has been known only in certain localities where dealers have made extensive use of it. Then as the motor-

## Direct-Mail Sales Correspondent WANTED

Office equipment device manufacturer, largest in its line, successfully established article of proven merit, has proven product salable direct by mail in territory not reached by salesmen, has developed department to some extent, now needs services of a man to take charge and develop it further. Factory in New York State but not near New York City. Send evidence of your ability to fill position to "W," Box 157, care of Printers' Ink.

## We Want a Real Agency Representative

Purple cows are plentiful compared with men who really can sell agency service. And *keep* the client sold.

However, we're hopeful enough to advertise for such a man. If we locate him, it will be a find for him, as well as for us. He must be in advertising somewhere now. We expect him to have a wide knowledge of markets and selling processes, so he can serve our present clients, too.

But he doesn't have to be a writer. State salary.

Address "X," Box 158,  
care of PRINTERS' INK

Apr. 23, 1925

ing season approaches the new trade-mark gasoline will be introduced throughout the country so that motorists may be assured of getting the same grade of gasoline at all independent stations.

### Beech-Nut Earnings for Quarter

The Beech-Nut Packing Company, Canajoharie, N. Y., reports for the quarter ended March 31, 1925, net earnings before taxes, of \$665,294, compared with \$562,258 in the first quarter of 1924.

### P. K. Wadsworth Joins Hoyt Agency

P. K. Wadsworth has been placed in charge of the commercial research department of the Charles W. Hoyt Company, Inc., New York. He was formerly with the George Batten Company, Inc., but more recently he has been engaged in free lance work.

### A. R. Eley with Gardiner-Mace

A. R. Eley, formerly of the Brennan-Eley Company, Chicago advertising agency, has joined the Gardiner-Mace Company, New York advertising agency.

## Business Manager and Assistant to Publisher Wanted

A high-class, successful class magazine desires to secure the services of a bright young man who can gradually take over business management. Experience along the following general lines will be considered good qualifications:

Planning of printed matter, such as creating layouts, ordering cuts and plates, and securing estimates and checking printing bills.

Familiarity with accounts relating to advertising or printing.

Advertising, and particularly circulation experience.

General business training.

Applications must be made in writing and applicants from 28 to 35 will be given preference; state fully education, domestic responsibility, if any, and business experience.

Address "A," Box 162, Printers' Ink.

**CANADIAN ADVERTISING  
SMITH, DENNE & MOORE.  
LIMITED**

TORONTO—Lumsden Bldg.

# *Introducing the Stenpho-Super Sign!*

## A New Indestructible Steel Sign of Absolute Permanency!

**A**N entirely new type of permanent steel sign destined to revolutionize the outdoor sign business is about to be put on the market by this company. It is known as the Stenpho-Super Sign.

After four years of exhaustive research we have developed a sign which in effect is elastic porcelain enamel. While this sign is neither porcelain nor enamel, it combines the indefinite life of porcelain with absolute elasticity. The sign may be bent, struck or hit without injury. The Elements cannot harm it. It is virtually indestructible and absolutely wear-proof.

Here is a sign that will not chip, check nor crack! A sign that climatic conditions cannot injure! A sign that is wearproof!

The Stenpho-Super Sign needs no particular care in handling or packing. It can be produced on any weight metal, in practically any design or color scheme, either single or double faced; framed or unframed. The Stenpho-Super Sign combines the merits of all types of signs.

An unusual opportunity is open to responsible sign distributors who now contact the large porcelain enamel sign buyers. Inquiries from such firms are invited.

**THE STENPHO CO. DAYTON, OHIO**

Apr. 23, 1925

# PRINTERS' INK

*Registered U. S. Patent Office*

*A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell*

**PRINTERS' INK PUBLISHING CO., INC.**  
Publishers.

**OFFICE:** 185 MADISON AVENUE, NEW YORK CITY. **TELEPHONE:** ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

**Chicago Office:** Illinois Merchants Bank Building, GOV'T COMPTON, Manager.

**Atlanta Office:** 704 Walton Building, GEO. M. KOHN, Manager.

**St. Louis Office:** Syndicate Trust Building, A. D. MCKINNEY, Manager.

**San Francisco Office:** 564 Market Street, M. C. MOGENSEN, Manager.

**Canadian Office:** Lumsden Bldg., Toronto, H. M. TANDY, Manager.

**London Office:** 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

**Issued Thursdays.** Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

**Advertising rates:** Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

**JOHN IRVING ROMER**, Editor

**ROBERT W. PALMER**, Managing Editor

**JOHN ALLEN MURPHY**, Associate Editor

**ROY DICKINSON**, Associate Editor

**ALBERT E. HAASE**, News Editor

#### EDITORIAL STAFF

C. B. Larabee	Roland Cole
E. B. Weiss	Bernard A. Grimes
Ralph Rockafellow	Thomas F. Walsh

James H. Collins, Special Contributor  
A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
D. M. Hubbard

Russell H. Barker

Washington: James True  
London: Thomas Russell

---

NEW YORK, APRIL 23, 1925

---

**The Law of Effort** There is such a thing as a law of effort. It may properly be called a law because the result of sustained effort is always definite. It may not be possible to expect fixed results from a given amount of effort. On the other hand, the result of effort is nearly always proportionate to the intensity, the intelligence and the persistency of the effort.

We know of no piece of philosophy that is quite so helpful to the business man or in fact to any worker in business. Sustained effort will inevitably bring results.

Whether the job be that of writ-

ing an advertisement, planning a campaign, recruiting a sales force or building a new factory, the job will sometime be finished if it is stuck to long enough. It will be finished despite the difficulties encountered and the enormity of the undertaking. That sustained effort does bring results, can be proved by tackling and sticking to any task. It is impossible to work steadily at any job without accomplishing something.

Napoleon used to say that "victory belongs to the most persevering." That is certainly true in advertising. With very few exceptions there are no failures among the advertisers who have sustained their efforts over a long period. The half dozen failures that may be recounted are complicated by a number of causes far removed from advertising. But it is the hundreds of successes that prove the rule. The handful of failures do not disprove it.

It is when we consider the work of salesmen that we find what is probably the best example of the certainty of the law of effort. After studying and observing salesmen for a number of years, we are convinced that successful salesmanship is nothing more than intelligent effort well sustained. Almost anybody can sell if they are willing to work in accordance with the law of effort. Let a man start out in the morning, make as many calls as he can during the day and put up as intelligent a canvass as he is able each time he gains an interview, and he will succeed as a salesman. He may not succeed the first day or week or month, but he will succeed in the long run. After a time he will make the delightful discovery that, on the average, there is a certain definite proportion between interviews and orders—say a sale for every five interviews. Once this discovery has been made, the salesman will have a constant incentive to keep him at work. He will want to try to improve the average and also to keep on making calls so that the average of successes will continue to fatten his record.

Regardless of how the subject is analyzed, it will be found that the salesmen who succeed are those who continue to exert intelligent effort. Those who fail do so because they did not try hard enough.

### **Advertising That Reaches the Seller**

A study of the advertising sections of various leading business publications brings the conclusion that a significant change is being worked out in that branch of merchandising. Apparently the advertising is being directed more to the seller than to the buyer. Once the entire burden of business paper advertising seemed to be administered toward trying to get the retailer to buy something. Now it seems to be more of a proposition to try to get him to do something.

The latter, of course, is the sensible and logical method. The wonder is that manufacturers have not seen it sooner. Many advertisers seem to forget that a retailer is not interested primarily in buying goods. He thinks he has goods enough already—more than he can sell—or at least more than he does sell. Under these circumstances, when he reads an advertisement trying to sell him something, it has not a great deal of interest for him.

But although he may not want to buy he most certainly wants to sell. And here we have the reason for the notable success of the "do something" advertisements of which so many are to be seen these days. It always has seemed to us that the very best business paper advertising is the kind that stresses the institutional appeal and conveys to the retailer the advertiser's willingness and ability to help him sell his goods. In other words, it is a matter of selling the institution and the institution's service. This done, the retailer does not have to be asked to buy. There has been created a condition wherein he needs the goods and asks the advertiser to sell them to him.

The new note in business-paper

advertising is most decidedly refreshing. It not only opens up a greater field of usefulness for this kind of medium, but is conveying to business in general a sound advantage of which it is in real need at this time.

### **The Unclean Hands of Advertising**

Blackmail, out-and-out grafting, gentle grafting and charity still too often use "advertising" as a convenient cloak.

Of all these underhanded uses of the name of advertising, the worst—blackmail—is the easiest to deal with. Witness the recent jailing of Stephen G. Clow of *Broadway Brevities* fame. But graft and charity in an advertising masquerade seem to hang on and on until the fight against them becomes discouraging. At times it seems almost hopeless. Especially does it seem hopeless when it is plain to observe that men making their livelihood from legitimate advertising, often openly or silently let some organization or club of which they are a member use "advertising" to keep down expenses or meet a deficit. And when they do that they set an example that grows until it reaches the public. Then the public rebels.

An example of how the public rebels against this underhanded use of "advertising" as a polite name for graft or charity was revealed in New York City about a week ago. Employees of the City of New York had gone to such lengths in holding up business men and merchants of that city for advertising that it became necessary for the Mayor to issue orders to all commissioners and bureau heads directing that all such solicitations cease immediately. In explaining that order the Mayor said:

"Importuning business men to pay for advertisements in journals or programs in connection with social and other gatherings of city employees must stop. The taxpayers of this city should not be expected to contribute to any of these social activities. There are many city departments not di-

rectly under me that run so-called social functions and are going about asking for contributions.

"I have discouraged this practice in every possible way in my own departments and I sincerely trust that people who are importuned to contribute or advertise in so-called journals or programs, many of which are so well stocked with advertisements that they look to be an inch thick, will refuse to encourage this undesirable practice in the future.

"As an evidence of my determination to discourage the taking of so-called advertisements, I want business men and private individuals whose aid is solicited to give me the names of the solicitors. I promise to do the rest. The people of this city are paying the salaries of employees and officials and they should not be annoyed."

It is lamentable that hold-ups of New York business men in the name of advertising by city employees should have gone so far as to make necessary official action by the people through the Mayor. And for this lamentable condition and for future repetitions of it in other settings we believe that men engaged in the advertising business are to blame.

If they want advertising's hands kept clean from blackmail, graft or charity, it is up to them to keep them clean. When a financial crisis in the affairs of one of their clubs or organizations demands that money should be forthcoming immediately, let them keep their thoughts far away from "selling advertising space." We are gratified to be able to cite here the fact that a New York advertising club had as its officers men who were able to see that any wrong use of advertising by them might have widespread and injurious effects. Recently their club faced a deficit of \$1,800. The money had to be found if the club was to keep its financial reputation untarnished. And it was found! But let it here be set down to the good sense and fairness of the officers of that club that they decided to meet the deficit out of their own pockets rather than sting New York business houses

for that amount and more through an "advertising" scheme.

Clearly, it is up to men engaged in advertising to show the way. If they set a bad example it is to be expected that they are but teaching the world how to disguise blackmail, graft or charity under the cloak of advertising.

#### **Help Dealers with Interior Displays**

A window display expert made the statement in PRINTERS' INK recently, that for every available retail window, five displays are being distributed by manufacturers. Of course, this figure does not pretend to be accurate. However, it does serve the purpose of startling advertisers into a recognition of the fact that they are in for a real fight when they go after window display space.

It is interesting to observe, in this connection, that the competition to help the retailer with his interior display problems is not nearly so intense. The general layout problems of store arrangement constitute a phase of dealer service work to which comparatively few manufacturers are giving attention.

In the electrical industry, several manufacturing concerns have formulated plans of this sort. The fact is referred to in an article appearing in *Electrical Merchandising*. This tells how the Whitmore Electric Company, contractor-dealer of Charleston, W. Va., followed a store layout plan gratuitously supplied by an electrical manufacturer and in three months found that this better store arrangement paid \$7,929.72 in increased sales. Mr. Whitmore is convinced that the increase is due entirely to the new arrangement.

The General Electric Company and the Westinghouse Lamp Company both offer their retail distributors practical aid along the line of improving the layout of their stores. It would seem that many manufacturers in this, and other industries, would find it similarly profitable to devote time and money in efforts to help retailers devise more effective store arrangements.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

120 WEST THIRTY-SECOND STREET

*New York*

**AN ADVERTISING  
AGENCY FOUNDED  
ON THE IDEA OF  
RENDERING SUPER-  
LATIVE SERVICE TO  
A SMALL NUMBER  
OF ADVERTISERS**

**CLIENTS**

Liggett & Myers Tobacco Co.  
Johns-Manville Incorporated  
Western Electric Co.  
American Chicle Company  
The T. A. Snider Preserve Co.  
Loose-Wiles Biscuit Co.

**"NOT HOW MUCH, BUT HOW WELL"**

*Number 139 of a series showing effective coverage of national advertisers*

**PULLMAN**  
DAVENPORT BED

*Where the Spirit of Home Is Found*

Colorful beauty plus underlying comfort are the two features that identify the spirit of home with this Pullman-equipped living room.

The several pieces of furniture, such as an example of rare design and master craftsmanship, are finished in beautiful two-tone enamel and hand decorated.

Your local furniture dealer will show you the complete Pullman line of davenport and devonport sofas, revolving set day beds and chaise lounges, as well as the equally popular decorative sofa setting; this decorated group includes sofa, console, gauze leg, tilt top and deporter tables, book troughs, magazine racks and fernaries.

We shall be glad to send you our report on interesting features in interior decoration.

PULLMAN COUCH COMPANY

CHICAGO ILLINOIS

The Pullman bed, chair and sofa company has been in existence since 1865. It is a well-known manufacturer and distributor of high-class furniture.

A sofa—especially a large sofa—is a valuable investment. It is a good idea to buy a sofa which is a full size sofa.

A leather sofa is a good investment. It is a leather sofa which is a good investment. It is a leather sofa which is a good investment.

Different styles of sofa are good investments. They are good investments. They are good investments.

*The advertising  
of Pullman Couch  
Company is handled by  
R. E. Sandmeyer & Company.*

## Pullman Couch Company executives who are readers of Printers' Ink and Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
Julius Kramer	President	Yes	Yes
J. L. Schnadig	Vice-President	"	"
W. S. McHenry	Sales Manager	"	"
W. F. Cook	Advertising Manager	"	"
Walter Kramer	Factory Superintendent	"	"
F. Heinberg	Traffic Manager	"	"
J. E. Yenny	Credit Manager	"	"
P. L. Parazin	Assistant Purchasing Agt.	"	"

# What advertising agents say:—

## Getting Full Benefit from the Publications

### THE ERICKSON COMPANY

Most of our Account Executives, and several others in the Organization subscribe personally for PRINTERS' INK and PRINTERS' INK MONTHLY. In addition three or four copies are received regularly by the Agency and routed through to probably twenty or thirty men in the various departments.

Besides the above use of these publications, we have a sort of Press Clipping Bureau, to which PRINTERS' INK and PRINTERS' INK MONTHLY are sent, and where they are carefully read—clippings being made of any articles or news items that would be of interest to particular members of the Organization, who may have skipped them in going through the magazines. These clippings are sent to the persons interested, and in this way we make reasonably sure that we are getting full benefit from the publications.

THE ERICKSON COMPANY,  
JOHN L. ANDERSON.

## Bound Volumes Referred to Frequently

### THE BLACKMAN COMPANY

PRINTERS' INK Weekly and the Monthly are passed through our organization and several of our members subscribe individually. We, of course, keep bound volumes which are referred to quite frequently.

THE BLACKMAN COMPANY.

## Advertising Experiences Always Interesting and Instructive

### FISHER-BROWN ADVERTISING AGENCY

PRINTERS' INK is one of the publications which we keep on file for an unusually long period as a matter of reference. We scan its pages to keep informed on news of interest to Agency men, feeling that we get more authentic information in this way than from any other source. The articles written by men of experience, dealing with advertising experiences, are always interesting and instructive.

FISHER-BROWN ADVERTISING AGENCY,  
C. L. FISHER,  
President.

## Especial Service in Helping Solve Sales Problems

### H. K. McCANN COMPANY

It is not necessary to tell you what PRINTERS' INK means to men in the advertising business, and the very fact that most of our members subscribe to your publication is indicative of the fact that we make extensive use of it. It is of especial service in helping us to solve various sales problems encountered in connection with the different accounts with which we are associated.

H. K. McCANN COMPANY,  
H. B. FENN.

## Read by All of the Executives

### RUTHRAUFF & RYAN, INC.

PRINTERS' INK and PRINTERS' INK MONTHLY are being read by all of the executives in our organization. We keep these publications on file for constant use in the office, but nevertheless the writer is informed by other members of the agency that they themselves procure PRINTERS' INK every week without fail and obtain information that they find of considerable value in their daily work.

A number of these executives also get PRINTERS' INK MONTHLY regularly.

We also find that we pick out back numbers of these publications and read certain articles we overlooked or did not have the opportunity to read previously, and the list of back articles which you have sent us from time to time is very helpful in this connection.

RUTHRAUFF & RYAN, INC.

## Articles Marked and Routed to All Executives

### THE POWER, ALEXANDER JENKINS COMPANY

PRINTERS' INK and PRINTERS' INK MONTHLY go direct to Mr. Power, who reads each issue and notes any specific articles applying to accounts in the house and the magazines are then routed to all executives.

One or two of our men also receive these magazines at their home addresses.

THE POWER, ALEXANDER & JENKINS COMPANY

H. M. HASTINGS,  
*Secretary.*

For effective coverage of present and prospective advertisers and advertising agents place your sales-messages in the PRINTERS' INK Publications.

# Advertising Club News

## Sphinx Club Pays Tribute to F. J. Gibson

Tribute is paid to the services of the late F. James Gibson, founder of the Sphinx Club, New York, in a memorial resolution which the club has passed. Mr. Gibson, as its founder, was a pioneer in the advertising club movement. The club which he started is the oldest advertising club now in existence that first drew its membership from all fields of advertising and its roster includes the names of many men prominent in the advertising business.

A report which appears in *PRINTERS' INK* of February 26, tells the interesting story of how the idea for the club suggested itself to Mr. Gibson and how he undertook its organization twenty-nine years ago. During all these years and until the time of his death last February, he was devoted to the interests of the club.

The Sphinx Club pays tribute in its memorial to the foresight and untiring devotion of its founder and past president, expressing deep regret over the loss which it has sustained. The resolution follows:

"Whereas, In the death of F. James Gibson, founder and past president of the Sphinx Club, this organization has sustained a very great loss which it is our desire to recognize by formal but none the less heartfelt action,—therefore be it

"Resolved, That the officers, board of directors and entire membership of the Sphinx Club pay a final tribute to the memory of our beloved associate, expressing our appreciation of his many fine qualities of heart and mind, of our gratitude for his unselfish and loyal devotion to the interests of the club for twenty-nine years, and of our recognition of the inspiration which his unfailing cheerfulness and resignation in the face of the great physical affliction of his later years brought to all who were privileged to be associated with him. And be it further

"Resolved, That this testimonial of our sorrow, our affectionate regard and our deep sympathy be engrossed and forwarded to the family of our departed friend by the secretary of this club."

## Rowe Stewart Heads Poor Richard Club

Rowe Stewart, first vice-president of the Poor Richard Club, Philadelphia, has been elected by the board of directors of that organization to fill out the unexpired term as president of Jarvis A. Wood, whose death was reported in *PRINTERS' INK* of last week.

\* \* \*

The radio entertainment planned for May 4 by the Schenectady, N. Y., Advertising Club at Station WGY has been postponed. On May 4, however, Walter A. Bowne, president of the club, will broadcast a talk on "Whom Does Advertising Pay?"

## Four More Departments Complete Programs

Four more departments of the Associated Advertising Clubs of the World have completed their programs for meetings at the convention, which is to be held at Houston from May 9 to 14. These are: The Poster Advertising Association, Directors and Reference Media Department, Graphic Arts Association and the Community Advertising Department. The progress of other departmental sessions were reported in *PRINTERS' INK* of April 9 and 16.

The additional programs follow:

### POSTER ADVERTISING ASSOCIATION

*May 12—Afternoon:* Presiding: Tom Nokes, secretary and general manager, Johnstown Poster Advertising Co., Johnstown, Pa.; Welcome address, P. L. Michael, president, Houston Poster Advertising Co., Houston; "Posters—the Greatest Common Denominator," Clarence B. Lovell, advertising manager, General Outdoor Advertising Company, Inc., New York; "Posters and Their Co-ordination with Other Media," Harold Kayton, manager, Sunset System of San Antonio; "A Message from Overseas," H. W. Wayne, director, E. Harris & Company, Ltd., London; "The Future of Poster Advertising," Harry Crawford, president, Galveston Poster Service, Galveston, and "International Uniform Service in Poster Advertising," E. Allen Frost, counsel, Poster Advertising Association, Chicago.

*May 13—Morning:* "The Relation of Advertising to Distribution," Warren L. Hoagland, chief, Specialties Division, Department of Commerce, Washington; "The Choice of Media as a Means of Elimination of Waste in Distribution," Richard F. O'Toole, chief, Latin-American Division, Bureau of Foreign and Domestic Commerce, Washington; "The Present Scope of Better Business Bureau Work," Harry Rieble, manager, Better Business Bureau, St. Louis; "What Poster Advertising Has Done for Our Product," J. D. Cheek, president, Cheek-Neal Coffee Company, Nashville; "Can the Church Use Poster Advertising?" William N. Bayless, president, Tiffany-Bayless Company, Cleveland, and "The Art of the Poster," speaker to be announced.

### COMMUNITY ADVERTISING DEPARTMENT

*May 12—Afternoon:* Presiding: Charles F. Hatfield, secretary and general manager, St. Louis Convention and Publicity Bureau and president, Community Advertising Department; "Health Appeal in Community Advertising," Homer N. Calver, executive secretary, American Public Health Association, New York; "How Advertising Specialties Advertise Communities," U. Rae Colson, president, U. Rae Colson Company, Paris, Ill., and "How Tourist Camps Advertise a Community," J. Lee Barrett, secretary-treasurer, International Association of Tourist Camps, Detroit.

*May 13—Morning:* Presiding: Harry

E. Mowry, general secretary, Chamber of Commerce, Madison, Wis., "The Florida Mill Tax; How Distributed and What it Has Accomplished," Jefferson Thomas, president, Thomas Advertising Service, Jacksonville, Fla.; "Chamber of Commerce Publications as Mediums for Community Advertising," Montague A. Tancock, manager, Bureau of Publicity, Chamber of Commerce, Omaha; "How Missouri Has Organized to Sell Its Resources to the World," George A. Pickens, secretary, Missouri Association, Jefferson City, Mo.; "How Advertising Has Developed the Pacific Coast," Lloyd Spencer, Seattle *Post-Intelligencer*; "The Place of the Motion Picture in Community Life and Development," J. Homer Platten, treasurer, Motion Picture Producers and Distributors of America, Inc., New York, and "How the City of St. Louis Advertises," Walter B. Weissenburger, chairman, publicity committee, St. Louis Chamber of Commerce.

**May 14—Morning:** Presiding: Charles F. Hatfield; "The Good-Will of the Community," William P. Green, associate director, National Vigilance Committee, and presentation of committee reports.

#### GRAPHIC ARTS ASSOCIATION

**May 13—Morning:** "How the Photo-Engraver Can Help the Printer," Edward Epstean, Walker Engraving Company, New York; "Truth in Printing," Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore; "Salesmanship As It Applies to Printing," G. C. Willings, vice-president, Intertype Corporation, New York and Joseph Meaden, president, Franklin Press, Detroit, and Fred Johnston, president, Johnston Printing and Advertising Company, Dallas, whose subjects are unannounced.

#### DIRECTORY AND REFERENCE MEDIA DEPARTMENT

**May 12—Afternoon:** The principal paper at the meeting of the Directory and Reference Media Department will be presented by Col. H. H. Burdick, R. L. Polk & Company, Detroit, president of the department. He will show the close tie-up between reference media and the underlying theme of the convention, "The Part Advertising Plays in the Plan of Distribution." An informal discussion will follow the presentation of Colonel Burdick's paper.

\* \* \*

#### Write Copy "Heart-High"

"Write 'heart-high' and your copy will be read and understood," advised Norman Lewis, of the Chappelow Advertising Agency, St. Louis, speaking before the Women's Advertising Club of that city recently.

"A lack of style," he said, "is more profitable in writing advertising copy than the possession of one. A simple straight-forward, interesting narrative is more generally readable than a scholarly treatise except, of course, in advertisements directed to mechanics, users of scientific appliances, etc., where the subject matter of itself is quite technical and must be handled accordingly."

#### Preston P. Lynn Again Heads Sphinx Club

Preston P. Lynn, general manager of John Wanamaker, New York, was elected president of the Sphinx Club at the annual election of officers which took place at the club's annual ladies' night

and dinner which was held at the Waldorf-Astoria on April 16. Mr. Lynn occupied the presidency from 1915 to 1918 and had been a member of the executive committee.

J. P. Gillroy, General Outdoor Advertising Company, George Ethridge, of the Ethridge Company, and William H. Rankin, president, Wm. H. Rankin

PRESTON P. LYNN

Company, were elected vice-presidents. Lord Leverhulme, Lever Bros. Ltd., of England, Charles Dana Gibson and John Irving Romer, editor of *PRINTERS' INK* and *PRINTERS' INK MONTHLY*, were re-elected vice-presidents.

Roger J. O'Donnell, manager of general advertising, Brooklyn *Standard Union*, was re-elected secretary. F. St. John Richards, Eastern manager of the St. Louis *Globe-Democrat*, who had been treasurer, also was re-elected.

New members of the executive committee are: Gilbert T. Hodges, advertising manager, The Frank A. Munsey Company; James O'Flaherty, publisher, *The Home News*, New York; Frank W. Harwood, advertising director, American Tobacco Company; Bert N. Garstin, New York *Evening Post*, and George Nowland, R. F. R. Huntsman, president, Brooklyn *Standard Union*, and Herbert Everett, vice-president, Creske-Everett, Inc., were re-elected members of the executive committee.

\* \* \*

#### Promoter Posing as Banker Is Sentenced for Fraud

Ben N. Garrett, promoter of the Lincoln Fig Farms and other enterprises at Houston, who referred to himself in promotional literature as a "successful banker," has been sentenced to two years in the Federal Penitentiary for using the mails to defraud, according to a bulletin of the National Vigilance Committee of the Associated Advertising Clubs.

Findings of the committee, which worked with the Federal authorities on the case, indicate, the bulletin says, that Garrett was president of the Houston Bank & Trust Company. This company, however, was not incorporated and was a bank in name only.

Other companies promoted by Garrett, all of which failed, include: The Pan-American Trading Company, Austin Silk Mills, Texas Textile Company, Medical Products Company, Terminal Oil Company and Garrett Petroleum Company.

# The Little Schoolmaster's Classroom

"DO you recall the epigram: 'Whenever you find humor, side?'" queried one of the Schoolmaster's acquaintances. The Schoolmaster thought he did. "Well, here's a story that bears it out," continued the speaker.

You will find pathos close by its

"I had been commissioned to handle the sales activities of a small mail-order book shop. I named it "Sir Roger de Coverley's Book Shop" and covered it as thickly as possible with the flavor and tone of old England. Every effort was made to personalize Sir Roger.

"In my first letter—a four-page affair printed in brown on a sort of tan stock and well weighted with atmosphere—a paragraph describing Sir Roger read this way:

He visits all of the leading offices, chats with all of the interesting folk, disburses a shilling here and there where it will do the most good—and lends his hearty approval to the expostulations of those who wish for Light Wines and Ale.

"That 'light wines and ale' stuff was merely a fanciful touch (that is what I thought it was!) thrown in to make the old gentleman a bit more genial and human than he might seem to be at first blush. I had always considered Sir Roger a jolly soul who liked a mug of real ale as much as I do, so the expression went in for what it was worth.

"The very first reply—on one of our expensive Cameo postcards—said: 'If "Roger" lends his hearty approval to those who wish light wines and ale, he need not be bothered with any errands for me. I'm for the Constitution.'

"The list having been chosen from the alumni directories of several big universities, this was kind of a blow to me! I rallied by trying to sell the gentleman a copy of Woodrow Wilson's 'Constitutional Government.' But I guess he knew all about that subject, for he never bought.

"A couple of other come-backs like this came in. They were about evenly divided between male and female objectors. How many others were irritated or aroused by this fancied bit of propaganda from the liquor interests I do not know. All I know is that what should have been a perfectly good mailing turned out to be a rank fizzle. And I am quite convinced that, going to small towns as it did, that unhappy reference to 'light wines and ale' was what killed it.

"Always an advocate of humor in copy wherever possible, I pass this along for whatever it may be worth."

The Schoolmaster imagines that the moral to this tale is: Don't jest about a serious subject.

\* \* \*

P. B. Juster of Juster Brothers, clothiers of Minneapolis, according to the New York *Daily News Record*, invited 100 University of Minnesota students to sit as judges on the fall and winter styles of men's clothing before the firm made its purchases. A banquet was offered as a special inducement. Most of the young men were his customers and prospects—and they were all on hand for the dinner. In addition to the clothier and his salesmen, a representative of the designing department of a nationally-known manufacturer of men's clothing was present with models for the fall and winter line. One of the students acted as toastmaster, explained the function in a humorous vein and then called upon the retailer to state his problem.

The latter pointed out that sometimes the designers for manufacturers guess what the consumer will want, but more often they do not. He showed that the retailer has been in the habit of making his purchases from the lines the manufacturers decided upon in advance. For years manufacturers have gambled that the con-

# CORONA TYPEWRITER

AN  
SER

## Turns Prospects Into Buyers

You can raise the percentage of sales to prospects created by your national advertising. Here's a medium that will do it.

The Flexlume Electric Sign turns consumer interest into buying action by displaying the name of your product right in front of your dealers' stores.

Flexlume produces business both day and night, and it is recognized as the most efficient bridge to sales between consumer and dealer. Adopted by such organizations as Goodyear, Florsheim Shoe, Western Union.

Flexlumes have enduring beauty and utility built into them by a responsible organization which has specialized in quality electrical advertising since 1910.

We have a try-out plan by which you can test Flexlume's effectiveness with a limited number of signs, enabling you to prove results in advance of a larger commitment. Write for details today.

### FLEXLUME CORPORATION

1040 MILITARY ROAD

BUFFALO, N. Y.

*Flexlume Offices All Principal Cities*

Factories also at Detroit, Los Angeles, Oakland, Calif., and Toronto, Ont.

FLEXLUME

## 1000 COPIES IN THIRTY MINUTES—at COST of 40c.

You can print clean and clear-cut form letters, ruled blanks, circulars, hand-bills, announcements and bulletins—easily, quickly and at very low cost on the

**Prints on any size or weight paper from a 3 x 5 inch card to sheet 8½ x 16.**



**Complete**

day trial offer. No agents or demonstrators.

Write today for details. The Rotospeed Co., free trial offer and samples of Rotospeed work.

259 Fifth St.,  
Dayton, O.

## EXPERIENCED EXECUTIVE AVAILABLE

Experienced Executive in industrial affairs now open for engagement. Has had broad executive experience as follows:

- (1) New York Sales Manager of large manufacturing corporation.
- (2) General Manager of large copper refining company.
- (3) Vice-President of Engineering Company in charge of management.
- (4) President of two alien companies taken over by the Government and now being liquidated.

Is prepared to make permanent connection with prominent business or financial interests where his past achievements can be profitably capitalized.

Address "C," Box 164, care of P. I.

**Howell Cuts** 

for house organs  
direct mail and  
ad proofs  
other advertising

Charles E. Howell, Fiske Building, New York

sumers would approve of their decision, and for years retailers have bought and offered merchandise to men with only the slightest advance knowledge of what the latter wanted. This banquet, he said, was designed to reverse the long-established policy existing in the manufacturers' sale of men's clothing.

After the preliminaries had been disposed of, models exhibited the new topcoats, suits and formal attire before the assemblage. The college men were greatly interested. Majority votes were taken on widths of lapels, trousers, points on vests, spacing of buttons on coats and other details of colors and fabric. At the close, the farsighted tailor and the designer for the manufacturer had detailed and definite information regarding the styles of garments that would be best sellers.

The banquet is said to have cost \$500, but Mr. Juster declared that the information he had obtained was worth five times that amount. Quite naturally, the affair had immediate results. The report does not state just how much value the designer for the national manufacturer obtained from this unique convention of users, but it must have been considerable. Anything that can be done to take the guess out of marketing is going to help cut down some of the preventable waste of distribution which everyone is so interested in at present.

\* \* \*

Making the most of every advertising opportunity, the owner of a restaurant in Denver, who caters to the local demand for Mexican Chili con Carne, had marked off a suitable corner of the front window of his restaurant, and in neat gold leaf presented this interesting bit of copy for the Schoolmaster to read:

"In 1924 we served our patrons with 300,000 dishes of chili. We served fifteen tons of crackers; nine tons of beans, three tons of beef and two and one-half tons of butter."

The Schoolmaster could not help but feel that here is an example of using to advantage some good white space and filling it

## Advertising Printing Salesman

### AN OPPORTUNITY

**WE** want a man who can earn \$10,000.00 or more a year selling the finest grade of Advertising Literature. We will back him up with a complete service that will appeal to exacting clients.

This man is now earning good money, but is not satisfied. He must sell us in his first letter, after which an appointment will be made. Only written applications considered.

**ROBERT L. STILLSON COMPANY**

*The Stillson Style*



*At the Sign of the Boat*

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York City

## Substantial Position Open for Executive on Food and Grocery Accounts

**O**NE of the large agencies is seeking a man between 35 and 40 years of age qualified to do vigorous and creative contact work on food specialties.

Alert thinking and practical grocery and advertising experience are essentials.

Must be a man who can work with the officials and executives of the manufacturer he serves—win their respect and confidence by tangible contributions to their problems.

Compensation will be adequate and future growth will be positive and fast for ability and performance.

The organization support this man will receive cannot be bettered in any agency anywhere.

Write in very full detail of experience, age, salary and other facts of importance.

Address "Y" Box 159, care of Printers' Ink

## PREMIUM LISTS AND CATALOGS

Premium lists and catalogs are prepared by us to fill the particular requirements of our patrons. They retain their identity at all times; the premium leaflet or catalog and the coupon or voucher are theirs.

Premium lists may take the form of an inexpensive leaflet or an elaborate book in colors. The customer decides.

Premium lists are furnished at a very low charge, as illustrations are produced from our stock plates, of which we have hundreds, fitting every requirement.

Sample lists and catalogs and booklets explaining our Service mailed on request. Please state nature of business.

**THE PREMIUM SERVICE CO., Inc.**  
199 Franklin Street      New York

## CONTEST

The above word is sure-fire for attention, isn't it? Yes—people everywhere are "contest wild" and results achieved by clever contests during the past year have been really amazing. In the same manner that the word "contest" attracted your attention it will attract attention anywhere—why not use it?

Our office, under the direction of a man who has planned and carried thru many successful contests, is ready to assist you. Our experience and equipment will save you dollars and time in contest work. We are prepared to handle any part of the work—from planning the scheme to handling the contest detail.

If you haven't a good contest idea of your own, perhaps we can furnish one. At any rate we'll be more than glad to talk it over—at no cost to you. Just phone Trafalgar 6891 and tell us "when."

**CONTEST PROMOTION CO.**  
1974 Broadway, New York City

*Handlettering  
and Design*

**NICHOLAS J. AMEN**  
Grand Central Terminal Bldg.

TELEPHONE  
MURRAY HILL  
5 543

with interesting, newsy and appealing copy.

\* \* \*

The Schoolmaster recently had occasion to travel through New Mexico.

The rather dull hours were whiled away in discussing with an employer of salesmen the difficulty of keeping his men dutifully at work eight hours a day, six days a week, while away from the eyes of the employer.

"If I could be everywhere at once," this man remarked, "I could get some first-class results from our salesmen; but I know and you know that once they are out of our sight, it is practically impossible to get efficient work out of the men. It's a case of being there with them every hour of the day or having them loaf on the job."

Rather vainly we tried to argue against this stand, taking the attitude that careful selection, careful training and then a method of compensation based on results would solve even the knottiest of such problems.

And then it was time for dinner. The train stopped for twenty-five minutes at one of the Fred Harvey eating houses.

A hundred or more of us rushed pell-mell into the dining-room. It

### a letter or a circular?



Bond is the proper paper for a letter. Printers find it difficult to print illustrations on bond and so their illustrated letters often appear on coated papers, or super-calendared or machine-finished papers, giving the effect of circulars. We have brilliantly solved the problem of illustrations on bond papers.

Our illustrated letters are *letters*, not mere circulars.

May we send you specimens?

### OFFSET GRAVURE CORPORATION

110 Seventh Avenue  
Long Island City, N. Y.  
Tel.: Astoria 7101

### PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins  
in 137 cities and  
towns of Northern N.E.

IN KIMBALL SYSTEM  
LOWELL - MASS.



Apr. 23, 1925

PRINTERS' INK

193

seemed a scene of utter confusion. If one could take time to think, one would pause to wonder how the waitresses and attendants could cope with the mad throng, all bent on consuming the largest amount of food in the shortest possible time.

Yet, as our hunger began to be appeased, we glanced about us. The large group of passengers had settled down to a contented munching. The confusion had ceased. Quiet, efficient, actually cordial and friendly and courteous service on the part of a score of well-schooled servants was proving the unsoundness of the statement of my sales-manager acquaintance.

It proved to be a marvelous demonstration of trained efficiency a thousand or more miles away in the heart of the desert.

I could not refrain from asking, as we passed out to the train, "Bill, where's Fred Harvey?"

### New Art Service Started at Portland, Oreg.

An advertising art service has been started at Portland, Oreg., by H. H. Grandy and Miss Ella K. Ries. Mr. Grandy formerly was with the Portland office of the Honig-Cooper Company. Miss Ries previously had been with Crosley & Failing, Inc., also of Portland.

### Salina, Kans., "Journal"

#### Appoints Katz Agency

The Salina, Kans., *Journal* has appointed the E. Katz Special Advertising Agency, publishers' representative, as its national advertising representative. This appointment becomes effective May 1.

### Chicago "Herald and Examiner" Appoints W. J. Griswold

Walter J. Griswold, who for the last five years has been in charge of the Western office of *The American Weekly* at Chicago, has been appointed national advertising manager of the Chicago *Herald and Examiner*.

### Elwood G. Haynes Dead

Elwood G. Haynes, founder of the Haynes Automobile Company, Kokomo, Ind., died at that city last week. He was sixty seven years old.

**American Lumberman**

Published in CHICAGO

Member  
A.B.C.

**READ wherever  
Lumber  
is cut or sold.**

### THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution. Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor  
951-957 Insurance Exch., Chicago

### PETROLEUM AGE

Circulation doubled this year. Rates still the most reasonable of its field. This medium offers age, good editing, and thorough distribution. Member A. B. C. Try it for 1925.

**Vol. 14—PETROLEUM AGE—1924**

Published Semi-monthly  
28 E. Jackson Blvd., Chicago  
Branch: 56 W. 45th St., New York City

### National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.

630 W. Jackson Blvd., Chicago

### SELL BY DIRECT MAIL

"Anything that can be sold can be sold by mail!" Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$63,393.00 in 10 days; a retailer sold \$22,896.20 in 30 days. Send 25c for a copy of POSTAGE Magazine and actual copies of these two letters. If you sell, you need POSTAGE. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of usable cashable selling ideas.

POSTAGE, 18 E. 18th St., New York City

### Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and price of class names of your best prospective customers — National, State and Local — Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each  
by refund of 5¢ each

ROSS-Gould Co. 547 N. 10th St., St Louis

**"GIBBONS knows CANADA"**

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTRÉAL

WINNIPEG

## MANAGER FOR ADVERTISING DEPARTMENT

By building material manufacturer doing a national business.

The work of this department includes preparation, editing, printing and distribution of booklets, circulars and samples; preparation and printing of labels and direction sheets; also such direct mail work as our program may call for.

### Qualifications:

1. Good fundamental education.
2. Sufficient contact with selling to insure proper concept of merchandising.
3. Experience in preparation, printing and use of pamphlets, booklets and various dealer helps.
4. Some experience in sales promotion work by mail.
5. Ability to organize this department effectively and operate it smoothly.

Please give full information in first letter, including specific outline of education and experience, also salary expected.

Address "N," Box 152, Printers' Ink.

### INTERVIEW or CORRESPONDENCE desired

with manufacturer of proprietary medicines or toilet goods. For purpose of submitting an advertising proposition recently placed before the public, which will enable manufacturer to advertise his products in thousands of homes, free of cost and, in addition, through the plan, secure very large profits. Plan can be placed in operation in cities throughout the country and financed out of earnings.

\$10,000.00—Initial financing needed. Estimated profits first year will return this amount, plus advertising of products. Unusual opportunity to secure new or increased distribution.

Correspondence confidential.

Address Service, Box 160, Printers' Ink.

## Public Speaker

I want a position doing some kind of publicity work or platform salesmanship. Can entertain, arouse, convince. Recently addressed 235 meetings with 20,000 attendance and signed hundreds to the dotted line.

Let me advertise your city, organize your association, or give your company high class publicity with dignity and ability. Let me lay before you my record of results and stacks of newspaper clippings testimonial of myself as a speaker, organizer and publicist.

Address "R," Box 154, Printers' Ink

## Samuel H. Steele Dead

Samuel H. Steele, vice-president of the Bragdon, Lord & Nagle Co., New York, publisher of *Textile World* and other publications, died at Philadelphia last week, at the age of sixty-seven. He was early connected with *The Keystone*, Philadelphia, of which he became general manager.

In 1903 he joined the *Textile Manufacturers Journal*, New York, then published by the late J. H. Bragdon, whose son is now treasurer of the Bragdon, Lord & Nagle Company. After a time he entered the advertising department, subsequently becoming a general advertising representative. Upon the death of Mr. Bragdon, the business was incorporated and Mr. Steele became an officer and director. When the *Textile Manufacturers Journal* was consolidated with the *Textile World Record* he became vice-president of the Bragdon, Lord & Nagle Company.

## Credit Association Appoints

### Norm E. Kraff

The Retail Credit Men's National Association has appointed Norm E. Kraff, president of the Kraff Advertising Agency, Minneapolis, to direct its advertising. Newspapers, business papers, magazines and direct mail are being used.

### C. N. Keiter with H. H. Conger Company

Charles N. Keiter has been placed in charge of the San Francisco office of the H. H. Conger Company, publishers' representative. He was formerly Pacific Coast representative of the publications of the Chilton Company, Philadelphia.

### Joins D. J. Randall Company

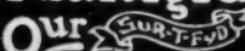
D. J. Randall, Jr., has been made a member of the firm of the D. J. Randall Company, publishers' representative, New York, which is headed by D. J. Randall, Sr.

## Direct by Mail ORGANIZER POWER-ACTION-RESULTS

*Available June 1st*

Address D, Box 165 P. I.

## Multigraph Ribbons Re-inked



Send 2 Ribbons  
to be Re-inked  
at our expense

W. Scott Ingram, Inc.

Dept. B, 67 West Broadway, New York City

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

# Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

### Printing Machinery and Supplies

New and Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City

**FOR SALE**—Established Agricultural paper with circulation in richest part of Mississippi and Ohio Valleys. Address, DIXIE, 220 SOUTH FIRST STREET, LOUISVILLE, KY.

Ask for your copy of our Bulletin at your home address. It lists publishing properties for sale.

HARRIS-DIBBLE COMPANY  
345 Madison Ave. New York City

**POSTER PLANT FOR SALE**  
in and around Catskill, N. Y. 66 panels, \$6000 cash. Paying big returns now. Catskill Poster Advertising Company, Catskill, N. Y.

\$20,000 needed for expansion of solidly established manufacturing corporation, associated with the advertising and printing trades. Either active individual or investor. Box 965, Printers' Ink.

**FOR SALE**—Trade paper reaching soft Wheat millers of U. S. Good opportunity for responsible buyer. Address, DIXIE, 220 SOUTH FIRST STREET, LOUISVILLE, KY.

**FARM PAPER MEN!**  
Publisher having other interests wants to lease paying farm paper to responsible party knowing all departments of the business. Located Chicago. Address Box 943, Printers' Ink.

### AN OPPORTUNITY for Some Manufacturer to Acquire a Patented Article with BIG SELLING POSSIBILITIES

Patented article with tremendous market, including necessary dies and machinery, stock on hand, trade-mark, patent and good-will. Conceded to be best thing of its kind. Carried by leading hardware jobbers and used by factories, mills, machine shops, garages, motorists, etc. Capable of large development. To do justice to this article it must be manufactured and marketed by a firm that has direct contact with hardware and mill supply houses through its own salesmen. Now in hands of a reliable and well-known manufacturing concern that does not employ salesmen for the sale of its other patented products. The decision to dispose of this end of our business is not prompted by the need for money. We want to see the article placed in the right hands and prospective purchasers will have to satisfy us that they are in position to do justice to the article before negotiations will begin. \$15,000 is required to swing the deal. Terms can be arranged. Address: Box 936, P. I.

A business paper representative with established Rochester office covering up-state New York wants to take on another publication—a direct-mail service or some proposition to supplement his present earnings. Knows this territory and has access to biggest buyers. Box 938, Printers' Ink.

**FOR SALE**—Direct-Mail Advertising Business, (a side line that grew into a profitable venture.) In a growing Michigan city of 55,000 population. First \$1500 taken business and complete equipment as well as a good bunch of accounts. Unlimited possibilities to right man. Other interests—reason for selling. Box 934, Printers' Ink.

**TRADE PAPER WANTED**  
I desire to take charge of the business end of a successful and thoroughly established trade paper. I have had successful and thorough experience in trade publishing and am temporarily retired. I command ample capital and desire to become active again if the right proposition presents itself. Box 941, P. I.

### Trade Paper For Sale

Live monthly trade journal, on paying basis and only one in comparatively new field with unusual possibilities, can be bought at attractive figure. Present owners have too many other interests to give it proper attention. Asking price \$10,000 with half cash. Principal only. Address Box 968, Printers' Ink.

## HELP WANTED

### EDITOR WANTED

Male or female; must have experience, preferably along women's wear lines. Address, giving full details, Box 937, Printers' Ink.

**ARTIST**—Photo retoucher wanted. Experienced on mechanical subjects, catalogs, etc. Good salary and steady position. Write or call The Moore Studios, Inc., 216 Market St., Newark, N. J. Tel. Market 5538.

Chain of stores in Arkansas featuring popular priced dry goods and wearing apparel, desires a combination man. One who can plan and write advertising, window display and card writing for all stores. Must be a hustler. State references and salary desired. Rephan's Stores, Inc., Little Rock, Ark.

### ARE YOU THIS MAN?

We want a man of originality, possessing advertising, selling and merchandising experience. A man who can originate, create and sell printed advertising that will not only produce for the advertiser, but will build volume in our printing sales. An excellent opportunity for a man of proven ability to connect with large, well established offset and letterpress printers near Chicago. Liberal proposition to right man. Box 932, Printers' Ink.

Apr. 23, 1925

**ADVERTISING SOLICITOR WANTED**  
I have an idea for an advertising supplement to accompany my service letter to retail merchants on which I can pay 40% commission to the right man. Address, Stonewall, Box 230, Times Square Post Office, New York.

**Advertising manager** for New York City. Aggressive salesman, good correspondent, capable of taking full charge of business publication covering dry goods trade. Must have successful record. Good position for ambitious worker. Salary and commission. Box 951, Printers' Ink.

**To the advertising man** who is anxious to start in for himself I can offer an attractive proposition. The man I want must be a man experienced in all branches of agency work, a college graduate, and able to finance himself. State past experience and present connectors. Box 952, P. I.

**ARTIST** wanted for general commercial work. One who has experience in laying out booklets, designing catalog covers, window displays, etc. Here is an opportunity for a young man to grow along with one of the foremost and progressive printing plants in N. Y. State experience and salary expected. Box 969, P. I.

**ARTIST WANTED**  
High-grade, all-around man; capable of good layouts and finish in any medium, including figures and lettering. \$250 to \$500 monthly. Send samples and full details in first letter; also date available. Southwestern Advertising Company, Dallas, Texas.

**BISCUIT SALES MANAGER**  
Long-established Toronto biscuit manufacturer with distribution throughout Dominion of Canada seeks sales manager. Only men with successful record in this industry will be considered. The general manager will interview applicants in New York City. Important, therefore, that complete details be given in application, including telephone number. Box 973, P. I.

**WANTED**  
Men who can work themselves into the \$5,000 to \$15,000 a year class. "Screen News" is a monthly magazine syndicated to local theatres, who mail them to their patrons. Several energetic men wanted to contract with theatres and sell space to local merchants. Exceptional opportunity for real workers. Call or write Albert G. Illich, 3509 White Plains Ave., New York.

#### MISCELLANEOUS

#### Letters That Sell

to women are profitable advertising. Tell me your proposition and let me write your letters and enclosures for you. Box 957, Printers' Ink.

**MAILING LIST OF OSTEOPATHS**  
Only complete and accurate list of osteopathic physicians available, 6500 bona fide names by States. Rates: on envelopes or cards, 1 cent per name; on rolls of paper,  $\frac{1}{2}$  cent per name; selected States  $1\frac{1}{2}$  cent per name. AMERICAN OSTEOPATHIC ASSOCIATION, 400 S. State Street, Chicago, Ill.

#### LETTERS

Do you need commonsense—human—sales promotion letters that pull? Let me do them for you in my spare time—\$5.00 per letter. Address Frank P. Stelling, 273 Lexington Avenue, New York City.

#### 600,000 WELL-TO-DO FARMERS

A list covering the better agricultural parts of the 10 North Central Corn States. Personally selected names—accurate—complete. By states, counties and Post Offices. **Also Dairy farmer list.** For full details—Write on firm's letter-head at once to **FARMERS MARKET BULLETIN**, 401 Grand, Des Moines, Ia.

#### POSITIONS WANTED

Expert make-up editor and well-known special writer wants position with magazine. Box 933, P. I.

#### YOUNG MAN

student of Advertising desires a position in an advertising agency. Address Walter S. Milligan, 135 Crary Avenue, Mt. Vernon, N. Y.

**SALESMAN.** Successful on general and class publications, on high grade printing and lithographing and on advertising. Has had an exceptional sales experience. Box 967, Printers' Ink.

**Young Man**, understanding printing, engraving, electrotyping, distribution of dealer material, desires production position with a New York manufacturer. Age 22. Box 962, Printers' Ink.

**Designer and Letterer.** Ten years' experience. AI with thorough knowledge of Fine and Commercial Art. Knows process buying and directing, wishes to connect permanently. Box 944, P. I.

#### EDITOR

New York man; writes clear, effective English. Can handle layouts, illustrations, make-up research. Address Box 961, Printers' Ink.

**Copy Writing-Layout**—Seven years department store, five years national premium advertising. Manufacturer, selling agent, merchant, can you use versatile writer and promoter? Box 954, P. I.

**Sales Publicity.** Young lady, experienced, advertising, supervising sales work. Copywriter; artist; create literature. Knows printing, cuts. Seeks opportunity with manufacturer in sales promoting. Box 959, P. I.

#### EXHIBIT MAN

Can plan, prepare copy and design in rough posters, devices, displays and supervise construction. Box 960, P. I.

**Advertising and Sales Promotion**  
Experienced in direct-mail advertising, follow up, dealer helps, etc. Complete charge of Dept. Has opened new dealer agencies with less cost than road force on same line. Also organized advertising for close co-operation with Sales Dept. A producer who if given an opportunity will make a permanent place for himself in your organization. Box 946, P. I.

**BUSINESS WOMAN** desires position where nine years' varied experience, marked executive ability, liking to satisfy clients' needs would be helpful. Occasional travel welcome. Box 939, P. I.

#### COMMERCIAL ARTIST

All-around, now employed in Middle West, wants position in N. Y. City, either temporary or permanent. 12 years' experience. Box 947, Printers' Ink.

#### Can You Use Me?

Twenty-one (a man). Complete production knowledge. Copy ability. Pep and personality. Box 949, Printers' Ink.

Age twenty-four. Can plan and draw. Production known from A to Z. Five years with an agency. Box 948, Printers' Ink.

#### First Class Postage

Will acquaint Mfr. or Jobber with first class ad man. Constructive sales ideas. Married. Locate anywhere. Box 958, P. I.

**Advertising-Sales Executive**; experienced manager, salesman, copy and special writer, investigator. Direct mail, sales promotion. Splendid knowledge merchandise. Contact ability. Good personality. Available. Box 950, Printers' Ink.

As **Advertising Manager or Assistant**, experienced; 30 years old, American, Catholic; can plan, write, make rough layouts, administrate dept., effective direct-mail man. Excellent references: reasonable salary. An economical and successful business-getter. Box 963, P. I.

**Advertising or Business Manager**. Now employed. Experienced as advertising agent and publishers' representative. Last five years advertising and business manager of national weekly. Age 37, married, Protestant, college education. Box 966, P. I.

**Advertising Assistant**—Young man, 25, wants to connect with manufacturer as Assistant to Advertising Manager; seven years' all-around experience. Knowledge of art, plates, printing, and can write selling copy. Box 956, Printers' Ink.

#### COPY WRITER

Young man, 28, original copy ideas with personality. Capable of handling correspondence and supervising office routine. Four years' experience. Excellent education; top rate references. Box 935, P. I.

**Advertising Assistant to Manager**. 24, college trained. Agency, printing, mail order experience. Can write copy, visualize, take charge production. Desires position where versatility can be utilized. Opportunity essential. Box 942, P. I.

#### Copy and Production Man for Agency

Or advertising manager for manufacturer. Successful record. Ten years since college. Semi-technical, trade paper and direct mail work a specialty. Thoroughly reliable. Will make good. Requirements reasonable. Christian. Location, preferably BOSTON or vicinity. Box 945, Printers' Ink.

#### WE CONNECT THE WIRES

#### DIRECT ADVERTISING

—Plans, copy, layouts, production, distribution—that's what our client has been doing ten years with manufacturer; that, with more responsibility is what he wants. Range includes trade journal publicity, window displays, motion picture films, etc. His boss says: "A good man; he will make good." Age 33; married; East preferred, asking \$3,000. Our No. 12185.

#### FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

**ADVERTISING MAN**, 7 years' advertising, merchandising and secretarial experience, able to create, supervise and follow up production of sales promotion and advertising matter; salary \$60 week. Box 953, Printers' Ink.

**Advertising Solicitor**—Four years trade-paper, selling difficult field. National magazine experience; knows agencies. Three years advertising manager, handling \$20,000 appropriation from start to finish. Serves accounts personally with ideas, copy, layout, etc. Constructive worker, married, age 29. Salary, \$60. Box 955, P. I.

**Trade Journal Editor**. Experience in handling markets, news, special features, makeup, etc.; preparation of editorials, etc., gained on several trade publications at New York, where am at present employed; fields covered—drugs and chemicals; petroleum; raw food products. University graduate. Details and references on request. New York territory preferred. Box 964, Printers' Ink.

#### Advertising Man

Thoroughly experienced publication advertising manager of proven selling ability desires partnership with New York Publishers' Representative, will represent first-class publication in East, assume advertising management of publication or will join staff of high-class New York concern. Convincing references regarding character and production. Last yearly salary, \$6,000. Box 972, Printers' Ink.

There is a position in New York with a publisher, advertising manager, or executive, who is keen to secure the services of a woman who has been associated with me in the publishing business for the past three years. She has had over ten years' experience in two important positions, and is particularly adapted to act as private secretary to one who needs a keen, conscientious, industrious, capable woman, who can be trusted absolutely with business or personal affairs.

Due to the sale of our publication, she is looking for the right kind of permanent connection and is willing to start at \$40 per week where there is an opportunity for real work and advancement. Shall I ask her to call? Box 940, P. I.

# Table of Contents

NEW YORK, APRIL 23, 1925

Wamsutta Dropped All Private Brands and Then—.....	<i>Richard J. Walsh</i>	3
Guessing Bees vs. Common-Sense Facts in Setting Quotas..	<i>E. H. Toussaint</i>	10
This Plan Kept Sales Growing in a Thin Market.....	<i>Dana Hubbard</i>	17
Whoa, Pegasus!.....	<i>Arthur H. Little</i>	25
What a Specialty Did for Our Established Staples.....	<i>Herbert Young</i>	33
Newspaper Publishers Get a Report on "Advertising".....		41
Testing the New Product's Sales Appeal.....		49
Chicago Conference Starts Postal Revision Move.....		57
Good-Humoring Prospects into Inquirers.....		60
How Export Letters Are Keyed.....		69
These Ideas Help Get an O.K. on Business Reports.....	<i>R. C. Hay</i>	77
Thumbs Down for the Corner-Cutting Salesman.....	<i>A. H. Deute</i>	85
Remember What Judge Corrigan Said to Aaron Kosofsky.....		97
My Reply to Critics Who Say Marketing Will Never Be a Science.....	<i>Frederic A. Russell</i>	105
Making Pictures Play Second Fiddle to Copy.....	<i>W. Livingston Larned</i>	120
Advertising Must Sell "Come-to-Market" Idea to Retailers..	<i>C. M. Harrison</i>	129
National Advertisers to Discuss Radio Advertising.....		140
The Open-Letter Idea Gets a New Lease on Life.....	<i>James True</i>	142
Salesmen Who Pioneer in Off-the-Trail Territory.....	<i>W. R. Heath</i>	155
Testimonials Sell Advertising to Dealers.....		167
Editorials .....		180
The Law of Effort—Advertising That Reaches the Seller—The Unclean Hands of Advertising—Help Dealers with Interior Displays.		
The Little Schoolmaster's Classroom.....		188

# Have you sent in your SLOGAN yet?

Already we are beginning to receive a most remarkable response to our request for a fitting Herald-Traveler slogan.

We knew that the advertising world was acquainted with the Herald-Traveler's unique position in its field. And our faith that our friends would furnish us with just the terse, tantalizing slogan we required is more than justified.

"The Herald-Traveler means 'business' in Boston"—"The Herald-Traveler, master-key to Boston"—"The Herald-Traveler goes right to the heart of Boston"—these are a few of the many good slogans already received. Keep your eye on these early contestants and let us have *your* slogan before midnight on May 7, 1925.

Remember: There are absolutely no "strings" tied to this contest. The winner gets \$100—and we get the slogan. Send yours along now. Address the Boston Herald-Traveler, Boston, Mass.

P. S. If you think it would help you, we will be glad to send you, gratis, a valuable little booklet called "Business Boston." Just ask for it on your business stationery.

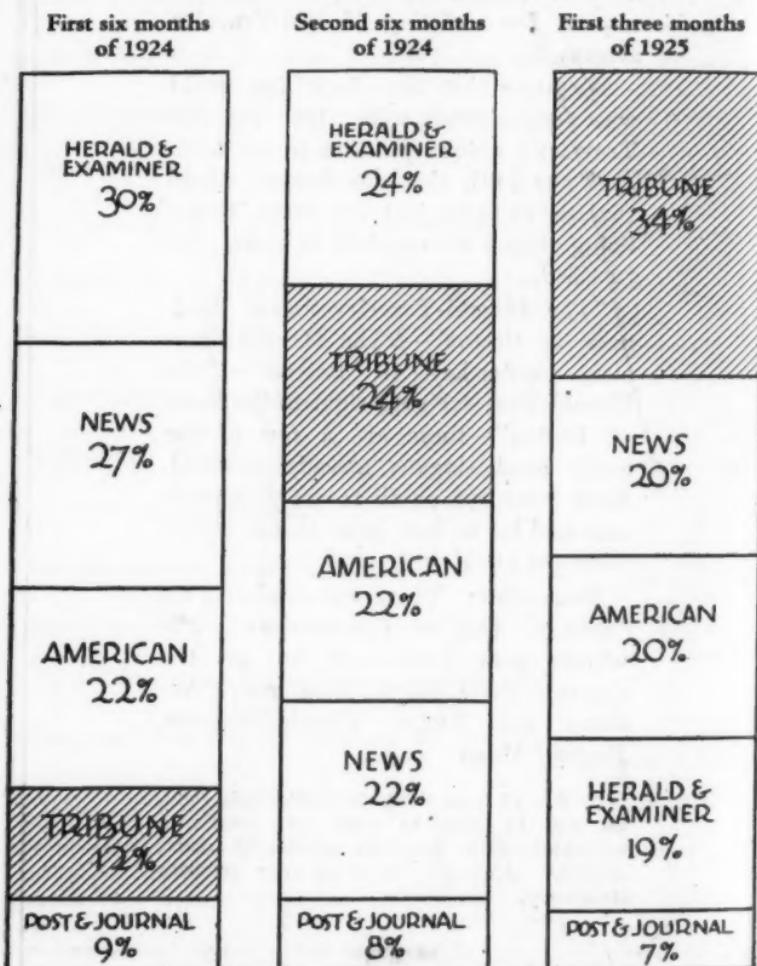


**BOSTON HERALD-TRAVELER**

Apr. 23, 1925

## *From BAD FOURTH to GOOD FIRST!*

Radio Manufacturers have distributed their lineage among Chicago newspapers in the proportions indicated by this chart.



Note how The Tribune has moved from fourth place to first place during the past year.

**The Chicago Tribune**  
 THE WORLD'S GREATEST NEWSPAPER